



Business Planning Canvas

Sample Worksheet

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Business Planning Canvas – Berry Best Bakery Ltd.

1. Idea: Consumer and commercial bakery business serving the Kindersley and area market.

<p>2a. Value Proposition</p> <p>Quality product</p> <p>Reliable & trustworthy</p> <p>Competitive pricing</p> <p>Unique and artistic baked food products</p> <p>Gluten free product</p> <p>Custom product</p>	<p>3a. Customers</p> <p><u>Consumer</u> – 160 regular weekly customers, 400 occasional customers</p> <p><u>Commercial</u> – Restaurants x 5 Catering companies x 2</p>	<p>4a. SWOT</p> <p><u>Strength</u> - strong reputation, well connected</p> <p><u>Weakness</u> – high wastage at times (consumer products)</p> <p><u>Opportunity</u> – growing population & reputation, unique product, quality service</p> <p><u>Threats</u> – competition, staffing, space, financial resources</p>	<p>5a. Revenue sources (income)</p> <p><u>Consumer</u> – 160 weekly customers @ \$60/ea. = \$9,600/wk. x 4.3 wks./mo. = \$41,280/mo.</p> <p>400 occasional customers @\$40/mo. = \$16,000/mo.</p> <p><u>Commercial</u> – 7 customers @\$600/wk. x 4.3 wk./mo. = \$18,060/mo.</p>	<p>6a. Key Resources (what)</p> <p>Reputation & connections to community</p> <p>Equipment & tools</p> <p>Baking and creative skills</p>	<p>7. Costs and Financing</p> <p><u>Expansion costs:</u> Leasing of larger space (2 x)</p> <p>Rent deposits - \$2,500/mo. x 2 mo. = \$5,000</p> <p>Renovations - \$45,000</p> <p>Equipment – mixer, proofer, oven, shelving, tables, display, freezer - \$35,000</p>	<p>8. To do list and timelines</p> <p>Apply for loan from Community Futures, complete business plan – 1 month</p> <p>Gather quotes for costs (renovations, equipment, supplies, marketing, insurance, website revision to include online purchasing) – 2 weeks</p>
<p>2b. Competitors (strengths and weaknesses)</p> <p>Chain grocery stores selling baked goods</p> <p>Co-op Closes</p> <p>Buy-Lo Walmart</p> <p>No service, low price, low quality</p>	<p>3b. Customer Relationship (marketing)</p> <p><u>Consumer</u> – Facebook, newspaper, weekly coffee news, digital media, website, point of sale, CRM, on-line ordering, product knowledge for staff</p> <p><u>Commercial</u> – website, on-line ordering, delivery (in-town), cross-promotion, product knowledge on-line, PayPal payment, CRM, POS (order history)</p>	<p>4b. Business Activities</p> <p><u>Consumer</u> – daily baking (breads and sweets), custom cakes made to order</p> <p><u>Commercial</u> – produce 2 days per week</p> <p>Bake, package, serve customers & deliver commercial products</p>	<p>5b. Cost structure (expenses)</p> <p>Loan payment - \$3,000/mo.</p> <p>Inventory supplies - \$12,000/mo.</p> <p>Vehicle costs - \$700/mo.</p> <p>Wages - \$15,000/mo.</p> <p>Rent & utilities - \$5,000/mo.</p>	<p>6b. Key Partners (who)</p> <p>Community Futures-loan & advise</p> <p>Family & friends</p> <p>Community connections</p> <p>Commercial clients</p> <p>Suppliers</p>	<p>Marketing – signage, webpage update, social media, business cards @ \$10,000</p> <p>Total funds – expansion \$95,000 Operating - \$20,000</p> <p>Personal investment - \$25,000, need to borrow \$90,000</p>	