

Business Plan – New Brunswick Business Immigration Stream



New Brunswick Provincial Nominee Program (NBPNP)

Principal Applicant		
Last Name	First Name, Middle Name	Date of Birth (mmm/dd/yyyy)
Nationality	Gender (Mr., Mrs., Ms.)	INB#

Declaration of Principal Applicant

I, _____, do solemnly declare that I am fully aware of the contents of this business plan. I understand that upon being granted permanent resident status by Canada I must make a genuine effort to establish the Business as per this plan. I understand that I may be asked to provide additional information, and to defend any position or assumption included in this plan. I understand that any information provided by PGD or the Province, related to this plan is intended for informational and educational purposes only and does not constitute specific advice regarding the establishment or purchase of a business in New Brunswick or provide specific individual advice about matters relating to the Business including, but not limited to, human resources, investment, insurance, financial, legal, accounting, tax or similar matters. I understand all the above information, having had the opportunity to ask for or having asked for and obtained an explanation on every point which was not clear to me.

Signature:	Date (mmm/dd/yyyy):
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Personal information on this form is collected under the authority of the *Immigration and Refugee Protection Act*, SC 2001 c.27. The purpose of the collection is to process your application for the New Brunswick Provincial Nominee Program (NBPNP). The information will be used for research, performance measurement and/or evaluation of the Program. If you have any questions about the collection and handling of personal information you may contact the Director of Immigration, Settlement and Multiculturalism Branch, Post-Secondary Education, Training and Labour (PETL) at 500 Beaverbrook Court, Suite 500, Fredericton, New Brunswick, Canada, E3B 5X4. Telephone: (506) 453-3981; Facsimile: (506) 444-6729; Email: es-ve@gnb.ca; Website: www.welcomenb.ca.

Business Profile

Business Name	
Business Address	(If you do not have a physical address, it is required to provide name of city/town.)
Industry Sector	
Start-up or Purchase:	Sole ownership or Partnership:
Total Eligible Investment (CAD): \$	Total Investment (CAD): \$

Describe Your Business Briefly

(What you will sell.)

Describe Your Experience

(Your qualification and experience in this sector or how your experience be transferred to this sector.)

Your Goals in 5 years

(Briefly outline where your business is heading.)

Your Products and Services in Detail (Be specific.)		
	Name of Products / Services	Functions / Purposes
1		
2		
3		
4		
5		
6		

Regulations, Permits, Licenses, ... Required by Federal, Provincial, Municipal Government and the industry (Outline all that apply to your business.)		
Federal Government	1	
	2	
	3	
	4	
Provincial Government	1	
	2	
	3	
	4	
Municipal Government	1	
	2	
	3	
	4	
The Industry (Codes of Practice)	1	
	2	
	3	
	4	

Market Analysis

(Confirm there is a demand)

Your Customers

(Identify primary customers, potential customers, ... why will they buy from you?)

	Describe Your Customer Group	Why?
Primary Customers		
Potential Customers		
Other Customers		

Your Marketing Plan

Your Supplier Agreements

(Outline who your suppliers are, where they are, what contracts you have in place with them, their prices, their reliability, payment term, duty & taxes and transportation if importing, ...)

	Name of Suppliers	Where They Are	Reasons to Choose Them
1			
2			
3			
4			
5			
6			

Your Distribution

(Describe your model, the average margin in this sector and how you will price your products and services. If your prices can be low, explain why.)

Your Location

(Identify your needs in location, how and why you choose it, size of your business, interior and exterior setting of your business, ...)

Competition
(Identify your main competitors, indirect competitors, their strengths, ... if no competition, explain why.)

Name	Direct or Indirect	Their Strengths

Your Strategy
(Can you compete? How? Will you compete on price or quality? And your strategy, ...)

Your Capacity and Credibility
(Identify how you produce your products, provide your services, your operation cycle, ...)

SWOT Analysis	
Strengths	Weaknesses
Opportunities	Threats

Human Resource Standards	
Common Standards	
Employment Standards	
Human Rights	
Occupational Health and Safety	
WorkSafe NB	
Others	

Specific Standards in the Industry (special licenses, permits, ...)	

Your Employees (It is required by NBNP to create one full-time job for non-family members.)					
Job Title	Qualification	National Occupation Code (O, A, B, C, D)	# of Position	Annual Wage/per (CAD)	Total Annual Wage (CAD)

START UP COSTS				
A. Eligible Equity Investment	Purchase Amount (CAD)	Max. Eligible Amount (CAD)	Source for the Cost	Maximum Allowable Amount
Current Assets				
Raw Materials, Components, Parts				50% of total eligible investment
Initial Inventory				50% of total eligible investment
Fixed Assets				
Building and/or Land (purchase)				25% of total eligible investment
Improvement for Purchased Building				25% of total eligible investment
Leasehold Improvements				25% of total eligible investment
Equipment & Machinery & Tools				
Vehicle for Business				\$15,000
Furniture				
Intangible Assets				
Franchise Fees				
Goodwill (purchase an existing business)				10% of net book value when purchasing a well-established business
Other Eligible Investment				
Professional Fees (including marketing, promotion, services in connection with establishing the business)				\$10,000
A.Total Eligible Investment (min \$150,000 CAD before taxes)				
B. Ineligible Investment				
Cash (working capital)				
Deposit				
Insurance				
Rentals				
Salary/Wage + Benefits				
Utilities				
B.Total Ineligible Investment				
Total Investment (A) + (B)				

Breakdown of Current Assets (raw materials, components, parts, initial inventory)				
Assets	# of Units	Unit Cost (CAD)	Total Cost (CAD)	Source for the Cost
Total				

Breakdown of Fixed Assets				
Assets	# of Units	Unit Cost (CAD)	Total Cost (CAD)	Source for the Cost
Total				

Forecasted Income Statement				
		Year 1	Year 2	Year 3
1	Revenue / Sales			
2	Cost of Goods Sold			
3	Gross Income (1) - (2)			
	Expenses			
4	Total Expenses			
5	Income Before Income Tax (3) – (4)			
6	Income Tax (5) x tax rate			
7	Net Income (5) – (6)			

Calculation for Income Statement	
Revenue / Sales	
Cost of Goods Sold	
Depreciation Methods	
Wage or Salary and Benefits	

Break-Even Analysis

(Estimate of how many items or hours of service you will need to sell each month, to cover your costs and begin to make a profit)

Items	Break-Even Sales Point (\$)	Items	Monthly Expenses (\$)
Total		Total	

Forecasted Balance Sheet					
		Start-Up	Year 1	Year 2	Year 3
	Current Assets				
1	Total Current Assets				
	Fixed Assets				
2	Total Fixed Assets				
3	Total Assets (1) + (2)				
	Current Liabilities				
4	Total Current Liabilities				
	Long-Term Liabilities				
5	Total Long-Term Liabilities				
6	Total Liabilities (4) + (5)				
	Owner's Equity				
	Paid-in Capital (>\$150,000 CAD)				
	Retained Earning				
7	Total Owner's Equity				
8	Total Liabilities and Owner's Equity (6)+(7)				