

# The 8th Annual ABSN Business Plan Competition

- **Are you First Nations, Metis or Inuit?**
- **Have you started a business recently?**
- **Are you planning to start a business?**

Submit a copy of your business plan to our annual competition and you could win \$5000.00 towards your business. Business plans must be received by **Friday, January 13, 2012 at 4:00pm** to be eligible for the contest.

Existing businesses must have been started after January 31, 2011, new businesses must be started by April 30, 2012. For more information, or to download entry form; please visit [www.cfmanitoba.ca](http://www.cfmanitoba.ca) and click on the Aboriginal Business Plan icon.

Business plans may be submitted by regular mail, fax or emailed to:

ABSN Coordinator

Community Futures Manitoba

559-167 Lombard Ave.

Winnipeg, MB R3B 0V3

Fax: (204) 956-9363

Email: [dsmith@cfmanitoba.ca](mailto:dsmith@cfmanitoba.ca)

Website: [www.cfmanitoba.ca](http://www.cfmanitoba.ca)



**Aboriginal Business  
Service Network**

**Contest Details:**

The **top** business plan in **each** of the rural and urban (City of Winnipeg) categories will receive an award of **\$5,000 to be put towards business start-up or operational costs**.

- In order to be eligible for the contest, business plans must be received by **Friday, January 13, 2012, 4:00pm**.
- Contest is open (FREE) to all new and existing Manitoba-based businesses in all sectors/industry categories started after January 31, 2011 or that will start by April 30, 2012.
- Along with your plan, you must read the Terms and Conditions and sign and submit the Entry Form (pages 5 and 6) with your business plan.

For more information, please contact:

Deborah Smith, ABSN Coordinator  
Community Futures Manitoba  
559-167 Lombard Ave.  
Winnipeg, MB R3B 0V3  
Tel: (204) 944-8438  
Fax: (204) 956-9363  
Email: [dsmith@cfmanitoba.ca](mailto:dsmith@cfmanitoba.ca)  
Website: [www.absnmanitoba.ca](http://www.absnmanitoba.ca)

## TERMS & CONDITIONS

To be eligible for the contest, contestants must read and agree with the Terms and Conditions outlined below.

Please remember to include the **entry form** with your business plan submission.

1. Organizer: Aboriginal Business Service Network
2. Contestants: Business plan must be received before 4:00pm on **Friday, January 13, 2012**.
3. Eligibility and Entry Fee - All contestants must be:
  - a. 18 years of age and over;
  - b. Aboriginal (First Nation, Métis or Inuit). Contestants may be asked to verify Aboriginal heritage;
  - c. A resident of Manitoba;
  - d. The contest is open (FREE) to all new and existing businesses started after January 31, 2011 in all sectors/industry categories (MB-based).
4. Business operations must commence within 3 months of contest close (i.e. businesses must start by April 30, 2012). Existing businesses are eligible if started after January 31, 2011. You may be asked to provide proof that financing has been approved for your business.
5. Business plans prepared by professional consultants are not eligible.
6. By submitting a business plan to enter the Contest, the Contestant agrees to be bound by the Terms and Conditions of the Contest as designed and published by the Organizer.
7. Only successful contestants will be notified.
8. Business plan format: Single-spaced, font size 12, on 8.5" x 11" (letter size) paper. Plans may be submitted in either official language.
9. The Contestant understands and agrees that the Organizer of the Contest reserves the right to make all final and binding decisions with respect to all aspects of the Contest, and the Contestant agrees to be bound by all decisions of the organizer.
10. Successful applicant(s) understands that the Organizer should not construe this contest as an endorsement or determination of future success.
11. For further inquiries, please e-mail [dsmith@cfmanitoba.ca](mailto:dsmith@cfmanitoba.ca) or call (204) 944-8438.

## Administrative Guidelines

- Winners will be asked to attend a public ceremony to receive their prize.
- The Contest authorizes the Organizer to identify the successful contestant (name/picture) in connection with organizing or promoting the Contest.
- The Organizer agrees to maintain the information submitted in confidence and to not reproduce/distribute/communicate the information within, without expressed written consent of the contest entrant. All plans submitted will be disposed of (shredded) immediately at contest conclusion unless the contestant submits a

written request that their business plan be returned to them concluding the contest.

- Organizer will not be responsible for loss or damages to materials submitted.
- Staff members of the Organizer are not eligible for the Contest.

### **The Organizer**

- The Organizer reserves the right to judge and to evaluate the entries, the function of which is reserved solely for the judges appointed. The Organizer reserves the right to make all final decisions regarding all aspects of the Contest.
- The Organizer reserves the right to disqualify any Contestant if it is determined that the Contestant has submitted false information, committed fraud, and/or plagiarism.

### **SUGGESTED BUSINESS PLAN GUIDELINES**

At the Aboriginal Business Service Network we understand that the business plan format can change from business sector to sector. The following is a *guideline* for content inclusion for submission.

The following is meant as a Business Plan *guideline* only:

- **Executive Summary:** outlining the key points of your business plan in one or two pages. This is a summary of your business plan and should be done last but placed at the front of the business plan.
- **Products/Services:** A description of Products and/or Services that will be offered by the business.
- **Human Resources:** A description of Key Management, Staff and/or Supporting Services.
- **Market Analysis:** A comprehensive Market Analysis section which will include the following Sub-categories:
  - An **Industry Overview** analyzing the industry in which your business will compete; this should also include a detailed analysis of Key Competitors as well.
  - A **Marketing Strategy**, which summarizes the: target market for your product or service – Who are your customers? Where are they? How many are there? Are there enough to support your business?
  - **Product / Service** – What is the "Unique Selling feature" of your product / service? Why would they come to you instead of your competitors?

- **Promotion and Marketing** –How will you get the message out about your product / service? Thorough ads? Press releases? How much will this cost?
- **Pricing and Positioning** – How much will your product / service cost? What is the “position” of your product / service compared to competitors? Is it a “high-end” service or an affordable everyday product?
- **Distribution Strategies** – How will your product /service reach the end-user (customer)? How much will it cost?
- **Implementation Plan:** How will the business grow and develop? What are the key milestones to be achieved?
- **Risk / Contingency Plan:** Discussing possible challenges / issues / barriers that the business may face. These can be external (e.g. economic downturn) or internal (e.g. less than projected sales).
- **Financial Plan:** which includes:
  - Projected balance sheets, income statements and cash flow statements (three years).
  - Notes to the financial statements – stating how you arrived at the figures for sales, expenses, loan calculations etc.

Please note that there are tools available to help you write your business plan:

1. The Aboriginal Business Service Network of Manitoba has a paper business planning workbook, which is a first great step to preparing your business plan. It can be accessed at [www.absnmanitoba.ca](http://www.absnmanitoba.ca) or by calling 204-944-8438 to receive your free copy.
2. Community Futures East Interlake has an online interactive Business Planning Workbook which can be accessed at [www.eastinterlake.com/business](http://www.eastinterlake.com/business).

## ENTRY FORM: ABORIGINAL BUSINESS PLAN COMPETITION

**Detach and Fill out Entry Form and include with your business plan competition submission**

**TITLE OF BUSINESS PLAN:** \_\_\_\_\_

### LOCATION

- Rural Manitoba  
 Urban (City of Winnipeg)

### CONTESTANT INFORMATION

Name of Contestant(s): \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### ELIGIBILITY

**Aboriginal** (First Nations, Métis, Non-Status or Inuit): **Circle one**

Is this an existing business?

- Yes  
 No

If Yes, did your business start after January 31, 2011?

- Yes  
 No

If No, will your business start by April 30, 2012?

- Yes  
 No

\*Note: Existing businesses must have started after January 31, 2011. New businesses must start by April 30, 2012.

**QUESTIONNAIRE**

**How did you hear about the contest?**

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**Which of the following have you used to help write your business plan? Please check all that apply.**

- |  |   |
|--|---|
| <input type="checkbox"/> Aboriginal Business Service Network     | <input type="checkbox"/> Government Agency                  |
| <input type="checkbox"/> Band Office                             | <input type="checkbox"/> Internet                           |
| <input type="checkbox"/> Canada/Manitoba Business Service Centre | <input type="checkbox"/> Library                            |
| <input type="checkbox"/> Chamber of Commerce                     | <input type="checkbox"/> Local Economic Development Officer |
| <input type="checkbox"/> Community Futures                       | <input type="checkbox"/> School/College/University          |
|  | <input type="checkbox"/> Other: _____                       |

Comments/Suggestions on how to improve the Adult Aboriginal Business Plan Competition for next year:

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**ACCEPTANCE OF TERMS AND CONDITIONS**

I have read the Terms and Conditions outlined and I state that the information contained in this entry is true and accurate:

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Witness: \_\_\_\_\_ Date: \_\_\_\_\_

**Submit your business plan and entry form to:**

**By e-mail:**  
dsmith@cfmanitoba.ca

**By mail, fax, or in person:**  
Aboriginal Business Service Network  
Community Futures Manitoba  
559-167 Lombard Avenue  
Winnipeg, MB R3B 0V3  
Fax: 204-956-9363