

YETI BUSINESS PLAN



Complete the form below to create a Business Plan for your YETI business. Submit the finished Plan along with your YETI Application Form to your regional YETI Coordinator. See youryeti.ca for contact information for your regional program.

BUSINESS INFORMATION

Business Name: *(Example: Canada's Cookie Store)*

Briefly describe your business. Tell us where your business will operate, and what product(s) or service(s) you are selling, etc. Also tell us why you have selected this idea for your YETI business.

(Example: Canada's Cookie Store is a mail order gift service which will operate from my home town in Alberta. Customers order their special occasion gift boxes and baskets online and I send them all across Canada as surprise gifts for friends and family. The cookies are home-made in my house using wholesome ingredients and then I package them up and send them out within 24 hours of receiving the order. Each cookie package will be accompanied by a gift tag or card. Cookies are delivered in attractive packaging. A variety of flavours are available, and I'll also be offering a cookie flavour of the week on special. During the summer, I will also sell at my local farmer's market. I picked this idea for YETI because I love to cook and everyone tells me my cookies are the best!)

Have you already started your business or is this a brand new idea for the summer?

Existing New

YOUR SERVICES OR PRODUCTS

List the core products or services your business will sell (you may have a single product or service or offer multiple products/services). (E.g.: choc chip cookies, oatmeal raisin cookies, weekly gift box, cookie basket.)

- 1.
- 2.
- 3.
- 4.
- 5.

YOUR CUSTOMERS AND SALES

List the top 3 customer groups that are most likely to LOVE your products or services. Be as specific as you can. (E.g. adults buying for their parents, children at markets, couples celebrating special occasions).

- 1.
- 2.
- 3.

YOUR MARKETING PLAN

Tell us how you plan to market your business. How will you tell people about it? Try to come up with at least 3 ideas and be as specific as possible. (E.g.: 1. I will create a website and include pictures of my products and pricing. 2. I will start an Instagram page. 3. I will create leaflets and leave them at farmers' markets and where my customer groups hang-out.)

- 1.
- 2.
- 3.

YOUR PRODUCT/SERVICE COST BREAKDOWN

Complete the table below (if you are completing online, your totals should be created automatically):

Product/Service	Price \$	Cost to Produce \$	Profit \$	Forecast of Sales over Summer	Total Profit
<i>List your key products/services individually here.</i>	<i>For each, list how much you want to sell it for.</i>	<i>How much will it cost you to create each product/service?</i>	<i>To find the Profit, subtract the Cost to Produce from Price \$.</i>	<i>How many items or services do you aim to sell this summer?</i>	<i>To find Total Profit, multiply Profit \$ by Sales Forecast #.</i>
	-	=	X	=	
	-	=	X	=	
	-	=	X	=	
	-	=	X	=	

Total Summer Profit: _____

YOUR START UP COSTS

List what you'll need to pay for before you get started with your business, and how much it will cost. (E.g.: Cookie ingredients (\$100), Cookie Baking Sheets (\$100), Packaging (\$50), Marketing materials (\$100) for a Total of: \$350.)

Items:

Costs:

- 1.
- 2.
- 3.
- 4.

Total: _____

For big ideas that haven't met the world... yet!