



KITCHENS & CABINETRY SAMPLE

CONTENTS

1.0 Executive Summary4

 1.1 Ownership6

 1.2 Mission and Vision6

 1.3 Locations7

2.0 STRATEGIC PLAN10

 2.1 Overview10

 2.2 Corporate Strategies12

 2.3 Product/Service Strategies15

 2.4 Sales and Marketing Strategies17

 2.5 Implementation Strategies.....19

3.0 MARKET PLAN22

 3.1 Target Markets22

 3.2 Market Positioning26

 3.3 Marketing Strategies28

4.0 INDUSTRY OVERVIEW32

 4.1 Demographics32

 4.2 Neighbourhood Demographics38

 4.1 Competitive Analysis42

 4.2 Competitive Advantages46

5.0 RISK MANAGEMENT PLAN47

6.0 ORGANIZATIONAL STRUCTURE.....52

7.0 Financial Plan53

 Source & Use of Funds.....53

 Pro forma income statement54

 Loan Amortization Schedule.....56

pro forma cash flow statement - yearly57

Pro forma cash flow statement – year 1 monthly breakeven analysis.....58



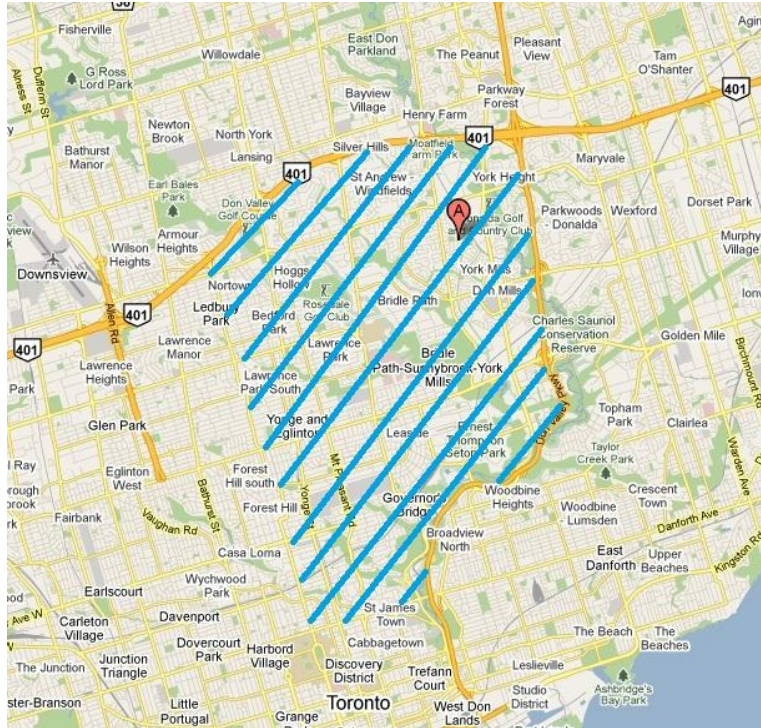
1.0 EXECUTIVE SUMMARY

This Business Plan has been prepared to present The Company to potential investors in order to raise the capital necessary to build a showroom in the city of Toronto and accelerate the expansion of the business.

The Company specializes in design, supply and installation of custom cabinetry. They provide exquisite cabinetry for any room in your home from small upgrades to complete renovations. The Client is the sole owner and has over 20 years of kitchen and millwork experience. The designs of his company are second to none and over the years he has built a reputation for quality and reliability.

Recent statistics have shown that the population of metropolitan Toronto continues to grow at a steady pace. As the population is growing so is home ownership and the demand for renovations with kitchens being a large part of any renovation decision. The Client plans to capture a bigger part of this lucrative market.

The Company is in the enviable position of having experienced steady growth and being able to partake in new ventures that have a great potential. They have seized on an opportunity to open a brand new showroom in a target market rich area of Toronto.



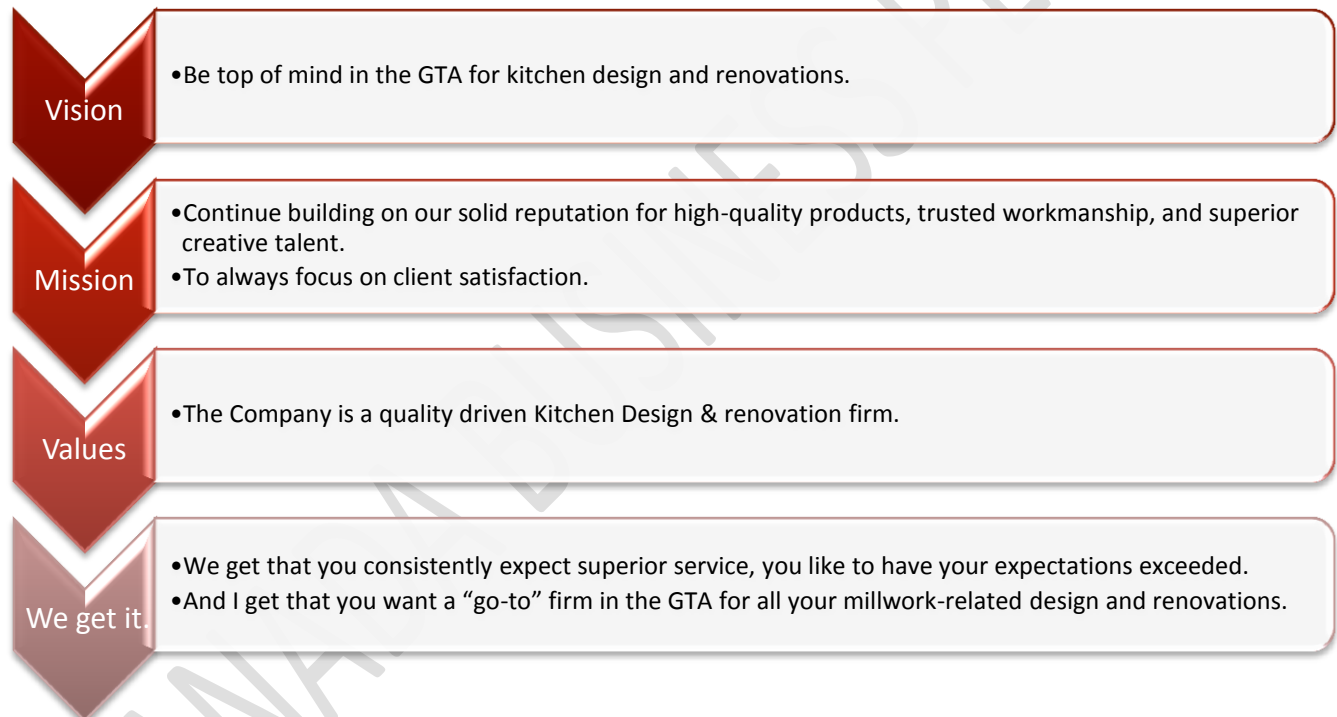
The showroom when completed will be a tremendous marketing tool and will provide The Company with many opportunities to increase sales. In addition they have created a new and creative marketing strategy to go along with their expansion plans. The Client has segmented his customers and will focus attention on the segments with highly effective and efficient strategies to reach and attract them.

The Company requires the funding in order to expand operations. The following plan describes the Company, the market, and the Company's plans to successfully support its operations with receipt of the requested capital.

1.1 OWNERSHIP

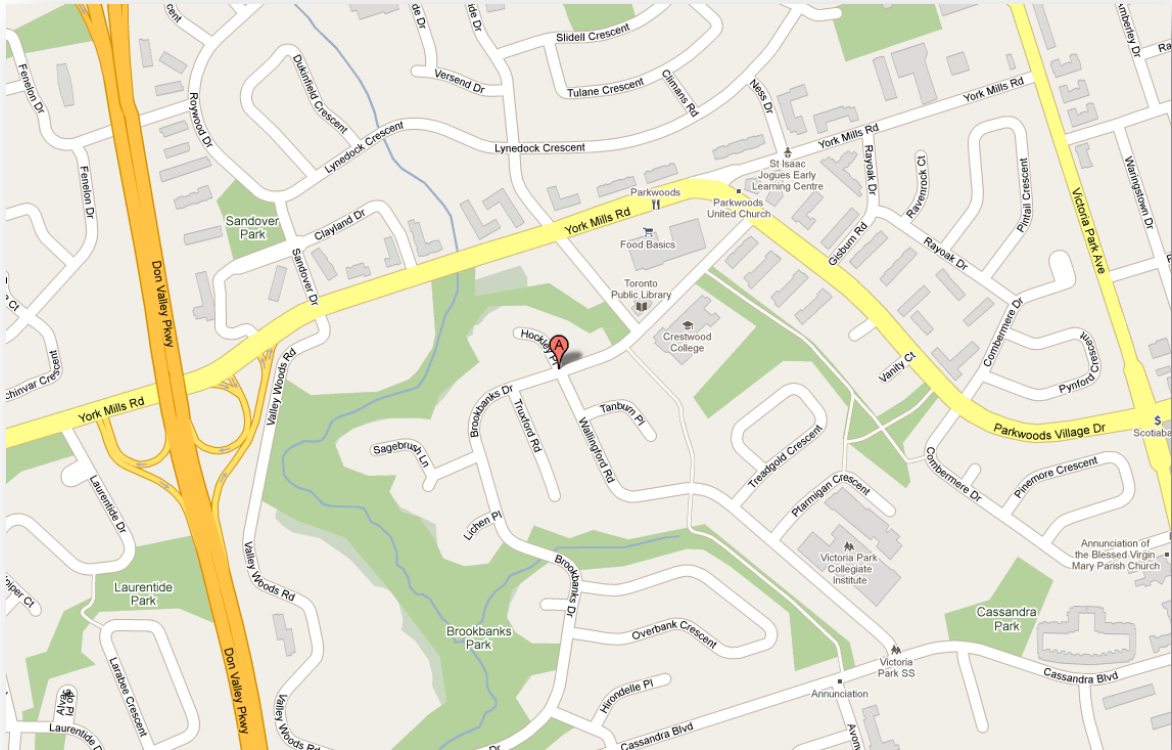
The Company is a corporation 100% owned by The Client.

1.2 MISSION AND VISION



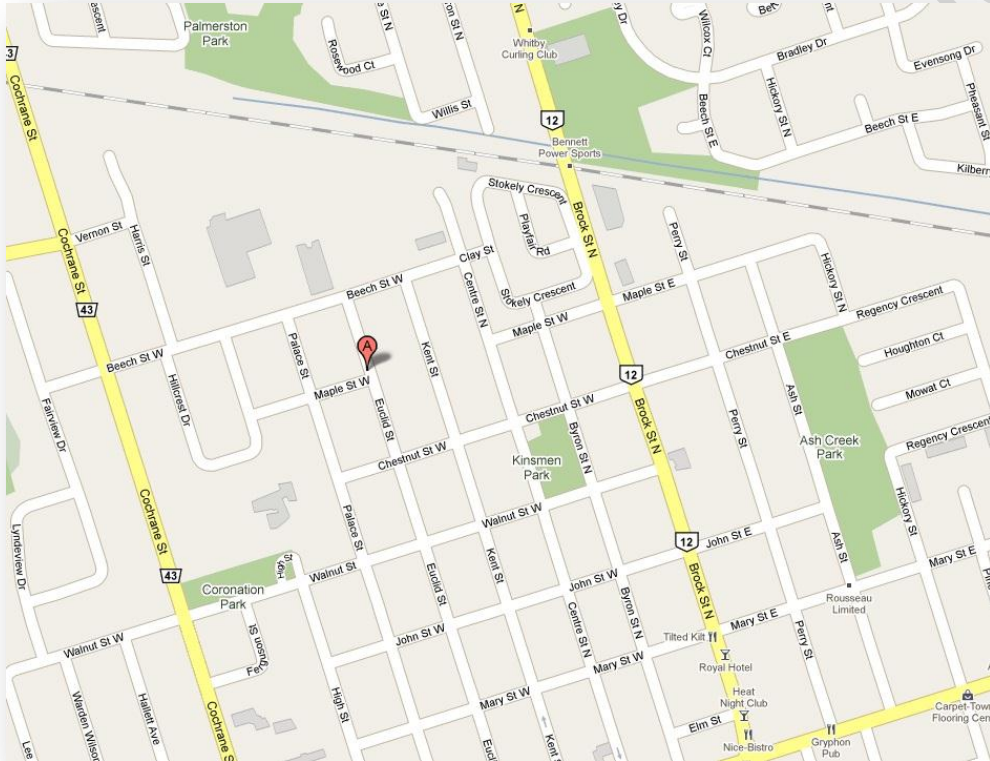
1.3 LOCATIONS

Administration:
123 Wednesday Rd
Ontario

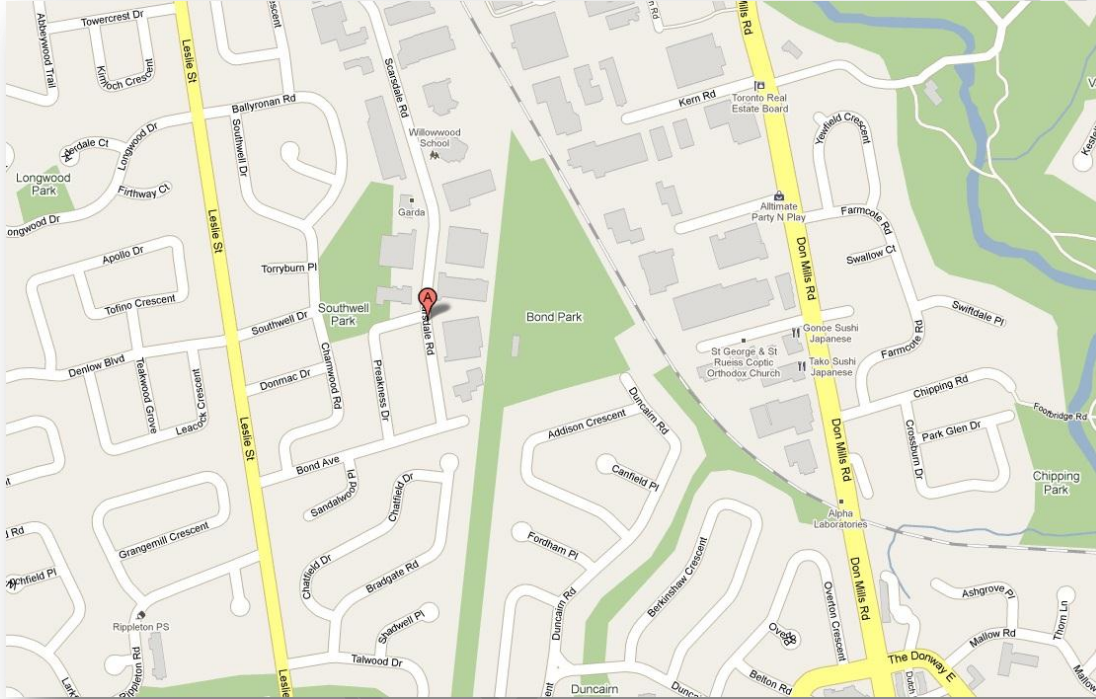


CANADA

Showroom Location:
125 Wednesday Rd
Ontario



Flagship Showroom
124 Wednesday Rd
Ontario



2.0 STRATEGIC PLAN

2.1 OVERVIEW

The Company specializes in design, supply and installation of custom cabinetry from the eastern GTA to Durham Region. They provide exquisite cabinetry for any room in your home: kitchen, bath, home office, library, bedroom, family room, home theatre and more. The Company designs installs and constructs for any room in your house but concentrates on the kitchen. They do custom millwork for any room and provide appliances and equipment. They combine

old world craftsmanship with today's technology to create a quality space.



The Client places an emphasis on quality that they ensure by meeting with their clients to really understand their wants and needs; they then put in their expertise and creativity to enhance the customers' vision. The Client has a

variety of quality equipment that they carry in a wide array of styles, colours and finishes that they offer to their customers.

They then construct and install the various components with an attention to detail second to none. They pride themselves on the quality of their work and being on time and on budget.

**THIS IS A SAMPLE OF WHAT YOUR
BUSINESS PLAN COULD LOOK LIKE.**

For more information, please contact us at

1-800-481-8434

CBP CANADA BUSINESS PLANS
YOUR DREAM YOUR PLAN