Comprehensive Business Plan

Service Station Name

Date

Primary Applicant Name

Business Partner Name

Entity Name

**Instructions**

* The value of a business plan lies in the process of researching and thinking about your business in a systematic way.
* It takes time now, but avoids costly, perhaps disastrous, mistakes later.
* Use this mandatory template **as a minimum requirement** to build your **comprehensive business plan. All sections must be covered.**
* Each of the following pages contains some questions that you **must** answer under each heading. Use these questions to prompt your thoughts and to provide structure.

**Contents**

* Introduction
* Goals and Milestones
* Industry
* Marketing Plan
* Operational Plan
* Management
* Financial Plan
* Service Station SWOT Analysis
* Final Notes / Attachments

**Introduction**

* Who are you? (Education, qualifications, experience, strengths weaknesses etc.)
* Why do you want to own an Engen service station?
* Why are you suited to this type of venture?
* The long hours demanded of you in this business will affect your personal and family life. How will you cope with this?

**Goals and Milestones**

* Your mission statement?
  + Reason for the service station’s existence, core purpose and guiding principles.
* You goals for the station?
  + Where you want your service station to be in the long-term (e.g. to be a healthy, successful service station that is a leader in customer service and that has a loyal customer following).
* Your milestones to meet goals?
  + Progress markers along the way to goal achievement (e.g. annual sales targets, measures of customer satisfaction).

**Industry**

* Describe the petroleum industry.
* What changes do you see in the industry, short term and long term?
* How will you take advantage of these changes?
* Who are your competitors? (Mention briefly – go into more detail in next section).

**Marketing Plan**

* Conduct market research.
* Are you familiar with Engen’s slogan “with us you are number one”.

What does this mean to you?

* Economics
  + What is the total size of the market?
  + Current demand in target market?
  + Trends in target market?
* Customers
  + Identify characteristics of your targeted customers (age, gender, location, income level, cars driven etc.)
  + How do you intend to service your customers?
* Competition
  + List major competitors
  + How will your service station compare?
  + What are your service station’s competitive advantages and disadvantages?
  + Strategy
  + What is your marketing strategy (how do you intend to promote your service station, advertise it etc.)?
  + How do you intend to grow petrol and diesel volumes sold? (If existing site – what are current volumes?)
  + Based on current turnover, how do you intend to grow the Quickshop turnover? (If existing site, what is current turnover?)

**Operational Plan**

* Legal environment considerations
  + Health (OHSA), workplace (LRA, BCEA), or environmental regulations
  + Insurance coverage (3rd party?)
* Personnel
  + Number of employees and type of labour (permanent, temporary, shifts etc.)
  + Where and how will you find the right employees?
  + Quality of existing staff in case of existing site
  + Pay structure
  + Training methods and requirements
* Inventory
  + Rate of turnover?
  + Lead-time for ordering? Suppliers?

**Management**

* Who will be the business owners and what is the percentage % split?
* Who will manage the service station day-to-day?
* Responsibilities of managers?
* How will labour issues be resolved?
* How will you motivate your staff?

**Financial Plan**

* Total finance needed to fund your business and where will this money come from?
* Amount of own unencumbered cash to be brought into the business.
* 12-month profit and loss projection, refer financial template
* 5-year projected cash flow, refer financial template
* Own funds – please provide a statement of assets and liabilities
* It is mandatory to provide your Letter of intent (LOI) from financial institution as per the Engen specimen together with this business plan.

***Facilities Proposed***

1. Overdraft facility with an amount of Rx xxx xxx
2. A medium-term loan for an amount of Rx xxx xxx

***Interest***

* The interest for the above will be calculated as Prime + 2%

**Duration**

* The loan will be granted for 5 years, this is in line with the lease agreement.
* Signed offer to purchase/agreement between seller and buyer

**Service Station SWOT Analysis**

* Strengths
* Weaknesses
* Opportunities
* Threats

**Final Notes/Attachments**

* Summary
* Final motivation

**NB: Attachments to this document**:

* **LOI from financial institution**

Mandatory: Signed Offer to Purchase between Seller and Buyer

**Please take note:** Ensure that you cover ALL items as per this template with attachments.

END OF DOCUMENT