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“Your name”
September 2, 2024

# **Executive Summary**

## **Company Overview**

[Company Overview]

## **Company Origins**

[Company Origins]

## **Competitive Advantage**

Our competitive advantage is based on several fundamental pillars:

* **Advantage 1 :** [Competitive Advantage]
* **Advantage 2 :** [Competitive Advantage]
* **Advantage 3 :** [Competitive Advantage]
* **Advantage 4 :** [Competitive Advantage]

## **Financial Summary**

[Financial Summary]

# **Situation Analysis**

## **Industry Overview**

[Industry Overview]

## **Key Market Trends**

* **Key Market Trend 1:** [Insert text here]
* **Key Market Trend 2:** [Insert text here]
* **Key Market Trend 3:** [Insert text here]
* **Key Market Trend 4:** [Insert text here]

[Conclusion]

## **SWOT Analysis**

### **Strengths**

1. **Force 1 :** [Explication de la force]
2. **Force 2 :** [Explication de la force]
3. **Force 3 :** [Explication de la force]
4. **Force 4 :** [Explication de la force]

### **Weaknesses**

1. **Weakness 1:** [Explanation of the weakness]
2. **Weakness 2:** [Explanation of the weakness]
3. **Weakness 3:** [Explanation of the weakness]
4. **Weakness 4:** [Explanation of the weakness]

### **Opportunities**

1. **Opportunity 1:** [Explanation of the opportunity]
2. **Opportunity 2:** [Explanation of the opportunity]
3. **Opportunity 3:** [Explanation of the opportunity]
4. **Opportunity 4:** [Explanation of the opportunity]

### **Threats**

1. **Threat 1:** [Explanation of the threat]
2. **Threat 2:** [Explanation of the threat]
3. **Threat 3:** [Explanation of the threat]
4. **Threat 4:** [Explanation of the threat]

# **Marketing**

## **Business Objectives**

### **Short-Term Objectives (1-2 years)**

* Explanation of the objective
* Explanation of the objective
* Explanation of the objective
* Explanation of the objective

### **Medium-Term Objectives (3-5 years)**

* Explanation of the objective
* Explanation of the objective
* Explanation of the objective
* Explanation of the objective

### **Long-Term Objectives (more than 5 years)**

* Explanation of the objective
* Explanation of the objective
* Explanation of the objective
* Explanation of the objective

## **STP**

### **Segmentation**

* **Segment 1**
	+ *Customer Needs: [Needs of Segment 1]*
	+ *Demographics: [Demographics of Segment 1]*
	+ *Buying Behavior: [Buying Behavior of Segment 1]*
* **Segment 2**
	+ *Customer Needs: [Needs of Segment 2]*
	+ *Demographics: [Demographics of Segment 2]*
	+ *Buying Behavior: [Buying Behavior of Segment 2]*
* **Segment 3**
	+ *Customer Needs: [Needs of Segment 3]*
	+ *Demographics: [Demographics of Segment 3]*
	+ *Buying Behavior: [Buying Behavior of Segment 3]*
* **Segment 4**
	+ *Customer Needs: [Needs of Segment 4]*
	+ *Demographics: [Demographics of Segment 4]*
	+ *Buying Behavior: [Buying Behavior of Segment 4]*
* **Segment 5**
	+ *Customer Needs: [Needs of Segment 5]*
	+ *Demographics: [Demographics of Segment 5]*
	+ *Buying Behavior: [Buying Behavior of Segment 5]*

### **Targeting**

We have decided to target the following segments:

* **Target 1:** [Explanation of what this target represents]
* **Target 2:** [Explanation of what this target represents]
* **Target 3:** [Explanation of what this target represents]

## **Customer Decision Process**

### **Need Recognition**

The first step in the customer decision process starts with the recognition of needs. For example:

* **Target 1:** [Explanation of the recognition of this target's needs]
* **Target 2:** [Explanation of the recognition of this target's needs]
* **Target 3:** [Explanation of the recognition of this target's needs]

### **Information Search**

Once the needs are identified, our customers enter an information search phase to find the best solutions. This step includes:

* **Behavior 1:** [Explanation of the behavior]
* **Behavior 2:** [Explanation of the behavior]
* **Behavior 3:** [Explanation of the behavior]

### **Purchase Decision**

After gathering the necessary information, customers proceed to evaluate the available alternatives. This step involves:

* **Alternative 1:** [Explanation of the alternative]
* **Alternative 2:** [Explanation of the alternative]
* **Alternative 3:** [Explanation of the alternative]

### **Décision d'achat**

Once the alternatives are evaluated, customers make their purchase decision. This step includes:

* **Decision Step 1:** [Explanation of the decision step]
* **Decision Step 2:** [Explanation of the decision step]
* **Decision Step 3:** [Explanation of the decision step]

### **Post-Purchase Behavior**

The last step in the customer decision process is post-purchase behavior. This step is crucial to ensure customer satisfaction and includes:

* **Behavior 1:** [Explanation of the behavior]
* **Behavior 2:** [Explanation of the behavior]
* **Behavior 3:** [Explanation of the behavior]
* **Behavior 4:** [Explanation of the behavior]

## **4P**

### **Product Strategy**

#### **Product Description**

* **Product 1:** [Product Description]
* **Product 2:** [Product Description]
* **Product 3:** [Product Description]
* **Product 4:** [Product Description]

#### **Product Differentiation**

* **Product 1:** [Product Differentiation]
* **Product 2:** [Product Differentiation]
* **Product 3:** [Product Differentiation]
* **Product 4:** [Product Differentiation]

#### **Product Development**

* **Product 1:** [Product Development]
* **Product 2:** [Product Development]
* **Product 3:** [Product Development]
* **Product 4:** [Product Development]

#### **Product Branding**

* **Product 1:** [Product Branding]
* **Product 2:** [Product Branding]
* **Product 3:** [Product Branding]
* **Product 4:** [Product Branding]

### **Pricing Strategy**

[Explanation of the pricing strategy]

### **Service Strategy**

[Explanation of the service strategy]

### **Advertising Strategy**

### **Advertising Tactic 1: [Name of the tactic]**

* **Objective:** [Objective of the tactic]
* **Activities:** [Activity of the tactic]
* **Implementation:**
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]

### **Advertising Tactic 2: [Name of the tactic]**

* **Objective:** [Objective of the tactic]
* **Activities:** [Activity of the tactic]
* **Implementation:**
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]

### **Advertising Tactic 3: [Name of the tactic]**

* **Objective:** [Objective of the tactic]
* **Activities:** [Activity of the tactic]
* **Implementation:**
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]

### **Advertising Tactic 4: [Name of the tactic]**

* **Objective:** [Objective of the tactic]
* **Activities:** [Activity of the tactic]
* **Implementation:**
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]
	+ [Implementation Step of the tactic]

# **Operations**

## **Key Activities**

* **Key Activity 1**
	+ [Description of the key activity]
* **Key Activity 2**
	+ [Description of the key activity]
* **Key Activity 3**
	+ [Description of the key activity]
* **Key Activity 4**
	+ [Description of the key activity]
* **Key Activity 5**
	+ [Description of the key activity]
* **Key Activity 6**
	+ [Description of the key activity]
* **Key Activity 7**
	+ [Description of the key activity]

## **KPI**

* **Performance Indicator 1**
	+ Definition: [Definition of the performance indicator]
	+ Importance: [Importance of the performance indicator]
	+ Data Collection: [Method of data collection for the performance indicator]
* **Performance Indicator 2**
	+ Definition: [Definition of the performance indicator]
	+ Importance: [Importance of the performance indicator]
	+ Data Collection: [Method of data collection for the performance indicator]
* **Performance Indicator 3**
	+ Definition: [Definition of the performance indicator]
	+ Importance: [Importance of the performance indicator]
	+ Data Collection: [Method of data collection for the performance indicator]
* **Performance Indicator 4**
	+ Definition: [Definition of the performance indicator]
	+ Importance: [Importance of the performance indicator]
	+ Data Collection: [Method of data collection for the performance indicator]
* **Performance Indicator 5**
	+ Definition: [Definition of the performance indicator]
	+ Importance: [Importance of the performance indicator]
	+ Data Collection: [Method of data collection for the performance indicator]
* **Performance Indicator 6**
	+ Definition: [Definition of the performance indicator]
	+ Importance: [Importance of the performance indicator]
	+ Data Collection: [Method of data collection for the performance indicator]
* **Performance Indicator 7**
	+ Definition: [Definition of the performance indicator]
	+ Importance: [Importance of the performance indicator]
	+ Data Collection: [Method of data collection for the performance indicator]

## **Quality Control**

[Quality Control]

## **Implementation Plan**

To ensure the success of our business, we have developed a detailed implementation plan for each investment element. Here is how we plan to implement these investments:

* **Investment Element 1:** [Description of the investment element]
* **Investment Element 2:** [Description of the investment element]
* **Investment Element 4:** [Description of the investment element]
* **Investment Element 5:** [Description of the investment element]
* **Investment Element 6:** [Description of the investment element]
* **Investment Element 7:** [Description of the investment element]

We are confident that this implementation plan will allow us to launch our business effectively and build a strong reputation in the residential rental construction sector.

# **Technology Strategy**

## **Technology Selection**

* **Software / Tool / System 1:** [Description of the tool/software/system]
* **Software / Tool / System 2:** [Description of the tool/software/system]
* **Software / Tool / System 3:** [Description of the tool/software/system]
* **Software / Tool / System 4:** [Description of the tool/software/system]
* **Software / Tool / System 5:** [Description of the tool/software/system]
* **Software / Tool / System 6:** [Description of the tool/software/system]

## **Expected Technological Contribution**

* **Software / Tool / System 1: [Contribution of the tool/software/system]**
* **Software / Tool / System 2: [Contribution of the tool/software/system]**
* **Software / Tool / System 3: [Contribution of the tool/software/system]**
* **Software / Tool / System 4: [Contribution of the tool/software/system]**
* **Software / Tool / System 5: [Contribution of the tool/software/system]**
* **Software / Tool / System 6: [Contribution of the tool/software/system]**

## **Technological Requirements**

* **Software / Tool / System 1:**
	+ Hardware: [Required hardware]
	+ Software: [Example of software/tool/system]
	+ Network: [Type of network]
* **Software / Tool / System 2:**
	+ Hardware: [Required hardware]
	+ Software: [Example of software/tool/system]
	+ Network: [Type of network]
* **Logiciel / Outil / Système 3 :**
	+ Hardware: [Required hardware]
	+ Software: [Example of software/tool/system]
	+ Network: [Type of network]
* **Software / Tool / System 4:**
	+ Hardware: [Required hardware]
	+ Software: [Example of software/tool/system]
	+ Network: [Type of network]
* **Software / Tool / System 5:**
	+ Hardware: [Required hardware]
	+ Software: [Example of software/tool/system]
	+ Network: [Type of network]
* **Software / Tool / System 6:**
	+ Hardware: [Required hardware]
	+ Software: [Example of software/tool/system]
	+ Network: [Type of network]

## **Technology Implementation**

* [Implementation step]
* [Implementation step]
* [Implementation step]
* [Implementation step]
* [Implementation step]
* [Implementation step]
* [Implementation step]

## **Technology Management**

##

* [Management method]
* [Management method]
* [Management method]
* [Management method]
* [Management method]
* [Management method]
* [Management method]

## **Digital Strategy**

We understand the importance of establishing ourselves solidly in the digital space to reach our business objectives and offer an exceptional experience to our clients. Here is our detailed digital strategy to ensure our success.

* **Digital Strategy 1**
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
* **Digital Strategy 2**
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
* **Digital Strategy 3**
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
* **Digital Strategy 4**
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
* **Digital Strategy 5**
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
* **Digital Strategy 6**
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*
	+ *Sub-section of the digital strategy: [What the strategy includes]*

# **Management**

## **Management Structure**

**Organizational Hierarchy**

[Organizational Hierarchy]

**Decision-Making Process**

[Decision-Making Process]

## **Employee Registry**

* **Position 1**
	+ **Responsibilities:** [Responsibilities of the position]
	+ **Requirements:** [Requirements of the position]
* **Position 2**
	+ **Responsibilities:** [Responsibilities of the position]
	+ **Requirements:** [Requirements of the position]
* **Position 3**
	+ **Responsibilities:** [Responsibilities of the position]
	+ **Requirements:** [Requirements of the position]
* **Position 4**
	+ **Responsibilities:** [Responsibilities of the position]
	+ **Requirements:** [Requirements of the position]
* **Position 5**
	+ **Responsibilities:** [Responsibilities of the position]
	+ **Requirements:** [Requirements of the position]

## **Recruitment**

Here is a detailed recruitment plan:

1. **Identification of Staffing Needs**:
Initial Assessment: [Insert text]
Required Skills: [Insert text]
2. **Recruitment Strategy**:
Recruitment Channels: [Insert text]
Partnerships: [Insert text]
Social Media: [Insert text]
3. **Selection Process**:
Application Screening: [Insert text]
Interviews: [Insert text]
Technical Evaluations: [Insert text]
4. **Onboarding**:
Welcome Program: [Insert text]
Mentoring: [Insert text]

## **Training and Development**

Here is a detailed plan:

**1. Assessment of Training Needs:**

* *Analyse des compétences :* [Insérer du texte]
* *Objectifs de formation :* [Insérer du texte]

**2. Plan de formation :**

* *Technical Training: [Insert text]*
* *Soft Skills Development: [Insert text]*
* *Ongoing Training: [Insert text]*

**3. Monitoring and Evaluation**:

* *Post-Training Evaluation: [Insert text]*
* *Individual Development Plan: [Insert text]*

## **CSR Policy**

[Insert text]

# **Growth Strategy**

## **Market Development**

Market development is essential to capitalize on growing demand. We envision several strategies to expand our presence and maximize our impact.

**Strategy 1:** [Insert text]

**Strategy 2:** [Insert text]

**Strategy 3:** [Insert text]

**Strategy 4:** [Insert text]

**Strategy 5:** [Insert text]

## **Product Development**

To meet our clients' diverse needs and differentiate ourselves from the competition, we must continuously innovate and enhance our product and service offerings.

**Strategy 1:** [Insert text]

**Strategy 2:** [Insert text]

**Strategy 3:** [Insert text]

**Strategy 4:** [Insert text]

**Strategy 5:** [Insert text]

## **Partnerships**

Strategic partnerships are essential to strengthen our market position and accelerate our growth.

**Strategy 1:** [Insert text]

**Strategy 2:** [Insert text]

**Strategy 3:** [Insert text]

**Strategy 4:** [Insert text]

**Strategy 5:** [Insert text]

####

####

####

#### **Finance**

##### Initial Investment (C$ CAD)

| **Investment Item** | **Cost** |
| --- | --- |
| [Insert text] | **0** |
| [Insert text] | **0** |
| [Insert text] | **0** |
| [Insert text] | **0** |
| [Insert text] | **0** |
| [Insert text] | **0** |
| **Total** | **0** |

#####

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##### First Year Income Statement ($ cad)

###### First Year Income Statement Jan - Jun ($ cad)

|  | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** |
| --- | --- | --- | --- | --- | --- | --- |
| **Revenue** | **0** | **4,452,779** | **4,848,299** | **5,278,951** | **5,747,856** | **6,258,412** |
| Cost of Goods Sold | **1,635,810** | **1,781,112** | **1,939,320** | **2,111,580** | **2,299,142** | **2,503,365** |
| **Gross Margin** | **2,453,715** | **2,671,667** | **2,908,979** | **3,167,371** | **3,448,714** | **3,755,047** |
| **Operating Expenses** |  |  |  |  |  |  |
| Wages and Benefits | **245,372** | **267,167** | **290,898** | **316,737** | **344,871** | **375,505** |
| Marketing | **204,476** | **222,639** | **242,415** | **263,948** | **287,393** | **312,921** |
| Rent | **0** | **0** | **0** | **0** | **0** | **0** |
| General Administrative | **40,895** | **44,528** | **48,483** | **52,790** | **57,479** | **62,584** |
| Depreciation | **81,791** | **89,056** | **96,966** | **105,579** | **114,957** | **125,168** |
| Utilities | **0** | **0** | **0** | **0** | **0** | **0** |
| Other Expenses | **40,895** | **44,528** | **48,483** | **52,790** | **57,479** | **62,584** |
| Total Expenses | **613,429** | **667,918** | **727,245** | **791,844** | **862,179** | **938,762** |
| **Earnings Before Interest and Taxes** | **1,840,286** | **2,003,749** | **2,181,734** | **2,375,527** | **2,586,535** | **2,816,285** |
| Interest Expense | **0** | **0** | **0** | **0** | **0** | **0** |
| **Earnings Before Taxes** | **1,840,286** | **2,003,749** | **2,181,734** | **2,375,527** | **2,586,535** | **2,816,285** |
| Income Taxes | **368,057** | **400,750** | **436,347** | **475,105** | **517,307** | **563,257** |
| **Net Income** | **1,472,229** | **1,602,999** | **1,745,387** | **1,900,422** | **2,069,228** | **2,253,028** |

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###### First Year Income Statement Jul - Dec ($ cad)

|  | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| --- | --- | --- | --- | --- | --- | --- |
| **Revenue** | **6,814,318** | **7,419,603** | **8,078,652** | **8,796,242** | **9,577,572** | **10,428,304** |
| Cost of Goods Sold | **2,725,727** | **2,967,841** | **3,231,461** | **3,518,497** | **3,831,029** | **4,171,322** |
| **Gross Margin** | **4,088,591** | **4,451,762** | **4,847,191** | **5,277,745** | **5,746,543** | **6,256,982** |
| **Operating Expenses** |  |  |  |  |  |  |
| Wages and Benefits | **408,859** | **445,176** | **484,719** | **527,775** | **574,654** | **625,698** |
| Marketing | **340,716** | **370,980** | **403,933** | **439,812** | **478,879** | **521,415** |
| Rent | **0** | **0** | **0** | **0** | **0** | **0** |
| General Administrative | **68,143** | **74,196** | **80,787** | **87,962** | **95,776** | **104,283** |
| Depreciation | **136,286** | **148,392** | **161,573** | **175,925** | **191,551** | **208,566** |
| Utilities | **0** | **0** | **0** | **0** | **0** | **0** |
| Other Expenses | **68,143** | **74,196** | **80,787** | **87,962** | **95,776** | **104,283** |
| Total Expenses | **1,022,147** | **1,112,940** | **1,211,799** | **1,319,436** | **1,436,636** | **1,564,245** |
| **Earnings Before Interest and Taxes** | **3,066,444** | **3,338,822** | **3,635,392** | **3,958,309** | **4,309,907** | **4,692,737** |
| Interest Expense | **0** | **0** | **0** | **0** | **0** | **0** |
| **Earnings Before Taxes** | **3,066,444** | **3,338,822** | **3,635,392** | **3,958,309** | **4,309,907** | **4,692,737** |
| Income Taxes | **613,289** | **667,764** | **727,078** | **791,662** | **861,981** | **938,547** |
| **Net Income** | **2,453,155** | **2,671,058** | **2,908,314** | **3,166,647** | **3,447,926** | **3,754,190** |

####

#####

#####

##### Income Statement Year 1 - 5 ($ cad)

|  | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| --- | --- | --- | --- | --- | --- |
| **Revenue** | **81,790,500** | **83,426,310** | **85,094,836** | **86,796,733** | **88,532,668** |
| Cost of Goods Sold | **32,716,200** | **33,370,524** | **34,037,934** | **34,718,693** | **35,413,067** |
| **Gross Margin** | **49,074,300** | **50,055,786** | **51,056,902** | **52,078,040** | **53,119,601** |
| **Operating Expenses** |  |  |  |  |  |
| Wages and Benefits | **4,907,430** | **5,005,579** | **5,105,690** | **5,207,804** | **5,311,960** |
| Marketing | **4,089,525** | **4,171,316** | **4,254,742** | **4,339,837** | **4,426,633** |
| Rent | **0** | **0** | **0** | **0** | **0** |
| General Administrative | **817,905** | **834,263** | **850,948** | **867,967** | **885,327** |
| Depreciation | **1,635,810** | **1,668,526** | **1,701,897** | **1,735,935** | **1,770,653** |
| Utilities | **0** | **0** | **0** | **0** | **0** |
| Other Expenses | **817,905** | **834,263** | **850,948** | **867,967** | **885,327** |
| Total Expenses | **12,268,575** | **12,513,947** | **12,764,225** | **13,019,510** | **13,279,900** |
| **Earnings Before Interest and Taxes** | **36,805,725** | **37,541,839** | **38,292,677** | **39,058,530** | **39,839,701** |
| Interest Expense | **0** | **0** | **0** | **0** | **0** |
| **Earnings Before Taxes** | **36,805,725** | **37,541,839** | **38,292,677** | **39,058,530** | **39,839,701** |
| Income Taxes | **7,361,145** | **7,508,368** | **7,658,535** | **7,811,706** | **7,967,940** |
| **Net Income** | **29,444,580** | **30,033,471** | **30,634,142** | **31,246,824** | **31,871,761** |

#

# **Risk and Mitigation**

* **Risk 1:** [Description of the risk]
	+ [Insert text]
* **Mitigation 1:**
	+ [Insert text]
* **Risk 2:** [Description of the risk]
	+ [Insert text]
* **Mitigation 2:**
	+ [Insert text]
* **Risk 2:** [Description of the risk]
	+ [Insert text]
* **Mitigation 2:**
	+ [Insert text]
* **Risk 2:** [Description of the risk]
	+ [Insert text]
* **Mitigation 2:**
	+ [Insert text]
* **Risk 2:** [Description of the risk]
	+ [Insert text]
* **Mitigation 2:**
	+ [Insert text]