ScotiaOne Business Plan Writer A Fictional Business Plan for a General Contractor

Cover Letter

Barry Fenton, Owner/Operator Jason Corliano, Owner/Operator Upright Construction General Contracting Incorporated 84 Softwood Road Port Alberni, BC V9Y 7L6

January 10, 2006

John Smith Bank XYZ 223 Generic Avenue, Suite 402 Toronto, ON M5J 1A7

Dear Mr. Smith,

We are very pleased to enclose our business plan for Upright Construction General Contracting Incorporated. Inside, you'll find a wealth of information about our business, a thorough assessment of opportunities in the marketplace, and a detailed plan for seizing them. We look forward to the possibility of working with you to make Upright Construction General Contracting Incorporated a success in the coming months and years.

We are eager to hear your comments and answer any questions you may have. You can reach us at (250) 555-6445.

Thank you for your time and attention.

Sincerely,

Barry Fenton and Jason Corliano

Upright Construction General Contracting Incorporated

operating as Upright Construction

Business Plan

January 10, 2006

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Executive Summary

Originally founded as a sole proprietorship in 1989 and incorporated in 2000, Upright Construction primarily does home renovation projects for customers in and around Port Alberni, B.C.

Residential construction is a \$6 million market in Port Alberni. In recent years, many general contractors have turned their attention to commercial building, and away from Port Alberni area residents. Using a combined office and warehouse space and relying heavily on salvage materials, Upright Construction combines a long-standing reputation and reasonable pricing to target underserved, aging homeowners, with general contracting services that are marked by a commitment to minimal disruption of everyday life, fair cost, clear pricing, and excellent service.

In December 2005, Jason Corliano joined Upright Construction as a co-owner. This business plan establishes a blueprint for growing the business. It also documents the agreement between Barry Fenton and Jason Corliano about how the business will be run and how various contingencies will be handled.

Barry Fenton, Owner/Operator
Jason Corliano, Owner/Operator
Upright Construction General Contracting Incorporated
84 Softwood Road
Port Alberni, BC V9Y 7L6
Phone (250) 555-6445
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uprightconstruction@zzz.ca

Business Description

Business Overview

Legal name of business
Upright Construction General Contracting Incorporated

*Trade name of business*Upright Construction

Business address 84 Softwood Road Port Alberni, BC V9Y 7L6

Phone number (250) 555-6445

Fax number (250) 555-6443

E-mail address uprightconstruction@zzz.ca

Structure of business
Incorporated Company

<u>Major Shareholders</u> <u>% Ownership</u>

Barry Fenton 60% Jason Corliano 40%

Date business established

April 1986; incorporated January 2000

Nature of business General Contractor

Bank and branch location used for business matters Scotiabank, 377 10th Avenue, Port Alberni

Bank and branch location used for personal matters

Barry Fenton Scotiabank, 377 10th Avenue, Port Alberni Jason Corliano Scotiabank, 65 Commercial Street, Nanaimo

Business Background

Upright Construction was founded by Barry Fenton in 1986. Since then, the business has grown to over \$800,000 in revenues. In Fall 2005, Barry Fenton invited Jason Corliano, a leading area subcontractor, to join Upright Construction as a co-owner.

Personal Goals

Barry Fenton. Barry's motivation is the same as it was when he decided to start Upright Construction 18 years ago: make construction easier for customers, and get paid well for it. In 10 years, he'd like Upright Construction to be able to operate without his everyday involvement, so he can take early semi-retirement.

Jason Corliano. For Jason, joining Upright Construction is about seizing a new level of job security, and taking personal responsibility for his livelihood instead of being at the whim of general contractors and others. Jason is dedicated to beginning construction on his and his wife's dream home within ten years.

Business Vision

Upright Construction is committed to being honest and upfront with customers, while minimizing the inconvenience that can accompany construction. The business aims for consistently strong financial performance, as measured by growth in referrals and the number of projects completed each year.

Business Objectives

Short-term Objectives

- 1) Buy a pick-up truck by the end of January, 2006
- 2) Complete 75 projects in 2006
- 3) Reach sales of \$990,000 in 2006

Long-term Objectives

- 1) Achieve increased profitability in 2006 and beyond
- 2) Establish concrete succession plans within five years

Product Overview

Description

Upright Construction does home renovations for residential customers, ranging from refinishing basements to remodelling kitchens to building new additions. It administers the application process for all permits, chooses and manages subcontractors, orders and stores building materials, and provides project management.

Competitive Advantage

Upright Construction's competitive advantage is a combination of its low overhead and great reputation. Since it buys the majority of building materials at salvage yards, and the office and warehousing space is located on Barry's own premises, Upright Construction can charge very competitive prices. Plus, its longstanding reputation for quality and integrity in the community makes it a preferred choice for home renovations.

The Marketplace

Industry

Industry Factors and Trends

Demographic factors and trends – The percentage of the Port Alberni population aged 35 and up rose significantly between 1996 and 2000 (Statistics Canada). Compared to other age groups, aging Baby Boomers tend to have more money to spend on services like general contracting.

Social factors and trends – Driven by the growth of home improvement chains stores, more and more home construction projects have been undertaken as do-it-yourself projects by homeowners themselves. That means less work for general contractors.

Economic factors and trends – Housing construction usually dips before a recession hits and bounces back before the general economy does. While the number and dollar value of Port Alberni residential building permits dropped steadily between 2000 and 2004 (BC Stats), many think this trend is now reversing because of low interest rates and a strengthening local economy.

Regulatory factors and trends – A general contracting license is required to bid for projects costing more than \$500. To become licensed in British Columbia, one must pass a licensing exam after working for four years as a journeyman, foreman, contractor, or owner-builder. This means that Upright Construction's competitors all have a certain level of skill.

Environmental factors and trends – Increasingly, homeowners prefer environmentally-friendly building materials and techniques. As a result, general contractors have to keep up with new "green" building practices and products.

Industry Outlook

The do-it-yourself trend and the recent decline in residential building will lead many area general contractors to concentrate more than ever on commercial and institutional projects. At the same time, Upright Construction expects a strengthening economy and increased disposable income among Baby Boomers to cause the local market for residential contracting services – and home renovations in particular – to grow in the near future.

Market Size

Based on BC Stats data, the average annual market for residential building was \$6 million between 2000 and 2004.

Competition

Listed in order of size of business:

- Alberni Valley General Contractors. With over 20 employees, Alberni Valley General Contractors does
 a wide range of projects, including residential, commercial, and institutional. It's known for its low prices.
 In Jason Corliano's experience, many local subcontractors complain about how hard it is to work with –
 and get paid by the company.
- 2. **Vince Spaldi & Sons**. While its core business has always been residential building and renovations, Vince Spaldi & Sons seems to be bidding on more and more commercial projects. It has a reputation for doing high quality work on time. The company's prices are high.
- 3. **EZ Contracting**. The core of EZ Contracting's business is renovating old homes for new homeowners. With a slowdown in the housing market, it has been relatively hard hit in recent years. The business continues to have very good relationships with real estate agents in the area (the owner's wife is one), but now it's recently been seen around town doing more small commercial projects.
- 4. **Smalls Construction**. Smalls Construction focuses on building home additions and outdoor decks. While Smalls has a reputation for getting the job done at a reasonable price, a former customer complained that the company "made a mess" and "never took the time to answer questions."

5. **Gus Standish, Contractor**. Gus Standish is commonly recommended for high-end bathroom and kitchen remodelling jobs. While the quality of his work is very high, he has a reputation for severely overrunning deadlines.

Competitive Opportunities & Challenges

Increasingly, many of Upright Construction's competitors are going after commercial and institutional projects. While those that continue to focus on home renovation are strong, most have relatively narrow specialties. Also, Upright Construction sees room for improved customer service. That means an opportunity to provide both reasonable pricing *and* good service.

Because Port Alberni is small, all of Upright Construction's competitors are well-known in the community. Consequently, reputation is very important. A key part of maintaining a strong reputation is strong relationships with reliable, high-quality subcontractors. This is one reason why Upright Construction decided to bring Jason Corliano – who brings great subcontracting experience and contacts – on board.

Customers

Customer Segments

Customers for general contracting services can be broken into residential customers, commercial customers, and institutional customers. Residential customers can be divided into people building new homes and people making improvements to their homes, like additions or remodelling jobs.

Target Customers

Upright Construction targets people making improvements to their homes. In particular, the business goes after aging baby-boomers, who have more disposable income and who are getting more reluctant to take on do-it-yourself jobs. These customers place a premium on three things: competitive and fair project pricing, minimum disruption of their daily lives, and service that emphasizes trust and communication.

If they're not using Upright Construction, these customers are either undertaking such projects themselves – which is becoming more difficult as they grow older – or they are employing other contractors. Existing customers say they choose Upright Construction because the company is easy to work with and delivers what it promises, at very good prices.

Sales & Marketing

Positioning

Upright Construction appeals to customers' desire for:

- 1) **Ease-of-use**, through "low-impact" construction methods and clear project specifications.
- 2) **Reasonable costs**, enabled by minimal overhead and material costs.
- 3) **Confidence**, via "fraud-proof" pricing and emphasis on communicating with customers.

Pricing

Upright Construction charges 20% of building costs as a general contracting fee. It caps its fee at a certain dollar figure, specified in the project contract. This allows customers to clearly separate Upright Construction's fee from building costs, while protecting them from costs rising unacceptably during the course of the project.

According to customers who have entertained bids from other contractors, competitor prices range from 16% to 22% of building costs. No other competitor is known to cap its maximum fee. Upright Construction is able to charge such competitive prices because of its low office and warehousing costs.

Promotion

Upright Construction already promotes its services through:

- 1) Printed business cards.
- 2) A Yellow Pages listing.
- 3) Signs with the business' contact information, displayed on the lawn of any home currently being worked on.

In the future, Upright Construction will also promote itself through:

- 4) Advertisements in the newsletter of the local chapter of the Canadian Association of Retired Persons (CARP), an organization for Canadians over the age of 50.
- 5) Posters at the Alberni region's three physical therapy clinics, targeting those for whom do-it-yourself projects recently became more difficult.
- 6) Posters at hardware stores in and around Port Alberni.
- 7) 3 Upright Construction business cards handed to satisfied customers at the completion of every project, which they can give to their friends and family members.

Sales

- 1) When a prospective customer calls, Upright Construction's office manager, Maya Fenton, sets up an appointment for a free consultation.
- 2) Barry Fenton or Jason Corliano conducts a free consultation at the prospective customer's home.
- 3) Barry Fenton and Jason Corliano work together to complete an estimate.
- 4) Once the customer has approved the estimate, a contract is drawn up for their signature.
- 5) Project begins. Jason Corliano supervises the engagement of subcontractors.
- 6) Barry Fenton or Jason Corliano speaks with the customer or visits the project site every 48 hours during the course of the project. Comments and change orders are communicated back to the office, where the office manager incorporates them into a memo for distribution to Jason and any subcontractors, with a cc: to the customer.
- 7) In most cases, Upright Construction completes the job within three weeks. Part of the business' commitment to minimally disrupting customers' lives is fast completion of projects.
- 8) Unless the project is worth less than \$1,500, customers are billed gradually, e.g. 50% of general contractor's fee is due upon completion of 50% of project.
- 9) Any remaining fees are due from the customer upon completion of the project, by either cash or cheque. If a customer fails to pay within 90 days, Upright Construction engages Wilson Collections, a local collection agency, to collect the payment in return for a 10% commission.
- 10) Once the project is finished, Barry Fenton or Jason Corliano conducts a walk-through with the customer, to ensure satisfaction with Upright Construction's work.

Business Operations

The Team

Barry Fenton, Owner/Operator. Prior to starting Upright Construction, Barry spent 9 years as Chief Foreman with Vince Spaldi & Sons. Barry is responsible for project supervision and client service.

Jason Corliano, Owner/Operator. Jason has provided specialized services to no fewer than 30 subcontracting firms over the last 15 years. Jason is primarily responsible for managing subcontractors. This includes reviewing existing relationships on a regular basis, renegotiating terms and recommending alternate subcontractors when necessary. He also shares project supervision and client service responsibilities with Barry.

Maya Fenton, Office Manager. Maya is responsible for most administrative duties, including keeping the company's books.

Jason and Barry will never take vacation at the same time. In Jason's first few months with Upright Construction, he will accompany Barry on initial consultations and project walk-throughs whenever possible. After his third month on the job, he will be allowed to conduct consultations and walk-throughs on his own.

Advisors

Upright Construction is working closely with Craig Ball, Manager at Scotiabank. Lawyer Martin Shore of Shore & Ludwick filed the business' incorporation papers and provides legal advice.

The business is also informally advised by Les Diamond, who recently retired as the sole proprietor of an extremely successful small residential general contracting firm in Port Alberni. As Jason Corliano's first boss, he has agreed to share his experiences with specific competitors and subcontractors.

Hiring Plans

On a day-to-day basis, Upright Construction's current staff of three should be sufficient for the next several years. After that, the business may hire another licensed general contractor at a salary that will probably exceed \$40,000.

Suppliers

Materials suppliers

Stubby's Salvage. 60 day payment terms, 5% discount for payment in 30 days. Free weekly deliveries. Needed materials sometimes unavailable.

Witknot Lumber Yard. Average prices. 30 day payment terms. Frequent mistakes on invoices. Snicket Hardware: 45 day payment terms, 2% discount for payment in 30 days. Very high prices.

Labour suppliers

Upright Construction has firmly established relationships with quality local subcontractors in nearly every trade. These include:

Benston Tiling: payment due upon completion. Mallard Flooring: payment due within 30 days. Jim Seward Electrical: payment due within 30 days. Port Alberni Carpentry: payment due within 45 days. Pete's Plumbing: payment due within 45 days.

Alliances

Snicket Hardware refers customers considering home renovation projects to Upright Construction. In return, Upright Construction encourages customers to turn to Snicket Hardware for ongoing maintenance needs.

Planned Changes

So it can support more projects, Upright Construction will purchase a used pickup truck in the next six weeks, at an expected cost of **\$25,000**. This truck will be used both for visiting worksites and transporting project materials.

Maya Fenton has begun scanning local classified advertisements. The truck will be paid for with Jason Corliano's \$25,000 cash equity contribution to the business.

Contingency Plans

Upright Construction holds both worker's compensation and general liability insurance. Barry and Jason both have life insurance, disability insurance, and personal wills.

If one of the business' owners is unable to work or dies, the other owner will continue running the business. Within five years, Upright Construction will work with lawyer Martin Shore to develop firm succession plans that provide for Barry's semi-retirement.

If a subcontractor delivers substandard work, Upright Construction will immediately terminate its relationship and turn to another qualified supplier in its established pool of subcontractors. Upright Construction will provide the affected customer with a 5% discount on the fee ceiling.

If subcontractors are unable to deliver for some reason – like a union strike – Barry Fenton and Jason Corliano are prepared to complete work themselves to the greatest extent possible. Between them, they have experience in nearly every trade required.

If sales fall more than 20% short of expectations in any year, both Barry and Jason have agreed to take a 20% salary cut.

Financials

Financial Highlights

- Upright Construction requires a \$10,000 operating line of credit to cover cash flow shortfalls in the winter months.

 • Upright Construction is projected to do \$990,000 in sales in 2006, with \$2,480 in net profit.

BALANCE SHEET As at December 31, 2005

		2003	2004	2005	2006 <i>(Projected)</i>	2007 <i>(Projected)</i>
<u>ASSETS</u>						
Current Assets						
Cash	\$	3,699 \$	6,862 \$	31,935	\$ 20,393	\$ 29,942
Accounts receivable		30,774	37,306	48,236	41,598	48,000
Total Current Assets		34,473	44,168	80,171	61,991	77,942
Fixed Assets (net of depreciation	on)					
Tools		3,836	3,385	3,070	2,499	2,099
Vehicles		11,949	8,364	5,855	21,599	15,119
Total Net Fixed Assets		15,785	11,750	8,925	24,098	17,218
Other Assets						
Long-Term Investments		10,000	20,000	35,000	35,000	50,000
Total Other Assets		10,000	20,000	35,000	35,000	50,000
TOTAL ASSETS	\$	60,258 \$	75,918 \$	s 124,096 s	\$	\$ 145,160
TOTAL ASSLIS	₽	00,230 ş	75,910 ş	124,090	, 121,009	143,100
LIABILITIES AND EQUITY						
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<u>LIABILITIES</u>						
Current Liabilities						
Accounts Payable	\$	33,862 \$	31,340 \$		•	
Accrued Liabilities		5,339	7,550	8,965	1,151	6,839
Total Current Liabilities		39,201	38,890	42,752	37,265	46,600
TOTAL LIABILITIES		39,201	38,890	42,752	37,265	46,600
<u>EQUITY</u>						
Equity Contributions		1,000	1,000	26,000	26,000	26,000
Retained Earnings		20,057	36,028	55,344	57,824	72,560
TOTAL EQUITY		21,057	37,028	81,344	83,824	98,560
TOTAL LIABILITIES AND EQU	ITY \$	60,258 \$	75,918 \$	s 124,096 s	\$	\$ 145,160
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INCOME STATEMENT For the years ending December 31, 2005

	2003	2004	2005	2006	2007	Assumptions
				(Projected)	(Projected)	
SALES	\$ 712,615	\$ 766,214	\$ 821,651	\$ 990,000	\$ 1,089,000	10% increase
COST OF GOODS SOLD						
Direct Costs	593,846	638,512	684,709	825,000	907,500	
Cost of Goods Sold	593,846	638,512	684,709	825,000	907,500	
GROSS PROFIT	118,769	127,702	136,942	165,000	181,500	
EXPENSES						flat colon cubile building
Owner's salaries	50,000	52,500	55,000	100,000	100,000	flat salary while building business
Employee wages	32,000	33,000	34,000	35,000	36,000	1K per year raise
Accounting and legal	901	1,150	750	800	840	5% increase
Advertising and promotion	473	527	671	850	893	5% increase
Automobile and travel	2,963	3,811	3,536	3,600	3,780	5% increase
Bad debts	2,110	-	1,600	· -	, -	5% increase
Business taxes, fees,						
licenses	911	1,042	1,042	1,000	1,050	5% increase
Rent	6,000	6,000	6,000	6,000	6,000	no change anticipated
Insurance	1,121	1,121	1,461	1,320	1,386	5% increase
Bank charges	187	216	261	276	290	5% increase
Maintenance and repairs	-	161	58	-	-	5% increase
Internet access / email	-	-	84	252	265	5% increase
Telephone	646	652	628	624	655	5% increase
Utilities	683	707	727	720	756	5% increase
Other office expenses	601	583	783	600	630	5% increase
Depreciation and						
amortization	3,643	2,711	2,060	10,327	7,380	30% declining balance

Total Expenses		2003 102,239		2004 104,181		2005 108,661	 2006 161,369		2007 159,925	Assumptions
NET PROFIT BEFORE INCOME TAXES	<u>\$</u>	16,530	\$	23,521	\$	28,281	\$ 3,631	<u>\$</u>	21,575	
INCOME TAXES Income tax rate		32.3%		32.1%		31.7%	31.7%		31.7%	
Income tax payable		5,339		7,550		8,965	1,151		6,839	
NET PROFIT AFTER INCOME TAXES	\$	11,191	\$	15,971	\$	19,316	\$ 2,480	\$	14,736	

BUSINESS FINANCES MONTHLY CASH FLOW For the year ending December 31, 2005

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Assumptions
CASH RECEIPTS													
Cash sales	20,000	20,000	20,000	25,000	30,000	35,000	35,000	35,000	35,000	30,000	25,000	20,000	Business opens in Jan; picks up gradually
Collection of accounts receivable	40,000	40,000	40,000	40,000	50,000	60,000	70,000	70,000	70,000	70,000	60,000	50,000	25% of prior month's cash sales (ie 20% of sales)
TOTAL CASH RECEIPTS -A	60,000	60,000	60,000	65,000	80,000	95,000	105,000	105,000	105,000	100,000	85,000	70,000	,
CASH DISBURSEMENTS													
Direct Costs	50,000	50,000	50,000	50,000	62,500	75,000	87,500	87,500	87,500	87,500	75,000	62 E00	100/120 of total sales - 30 day lag
Purchase of fixed assets	25,000	30,000	30,000	30,000	500	73,000	67,300	67,300	67,300	67,300	73,000	02,300	Truck in January; tools in May
Owner's salaries	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,337	55K Barry, 45K Jason
Employee wages	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	•	35K yr
Accounting and legal	2,517	800	2,517	2,517	2,317	2,317	2,517	2,517	2,317	2,517	2,517	2,313	financial statements and tax returns
Advertising and promotion	190	60	60	60	60	60	60	60	60	60	60	60	Yellow pages \$130/yr; CARP newsletter \$60/mo.
Automobile and travel	300	300	300	300	300	300	300	300	300	300	300		fixed monthly cost
Business taxes, fees, licenses	500	500		500			500						inco monen, cost
Rent	500	500	500	500	500	500	500	500	500	500	500	500	fixed monthly cost
Insurance	110	110	110	110	110	110	110	110	110	110	110		fixed monthly cost
Bank charges	23	23	23	23	23	23	23	23	23	23	23	23	fixed monthly cost
Internet access / email	21	21	21	21	21	21	21	21	21	21	21	21	fixed monthly cost
Telephone	52	52	52	52	52	52	52	52	52	52	52	52	fixed monthly cost
Utilities	70	70	70	60	60	60	50	50	50	60	60	60	more heat needed during winter
Other office expenses	50	50	50	50	50	50	50	50	50	50	50	50	office supplies - constant
TOTAL CASH DISBURSTMETNS -B	88,066	63,236	62,436	62,426	75,426	87,426	100,416	99,916	99,916	99,926	87,426	74,926	
INCREASE IN CASH (A-B)	(21,730)	(3,331)	(349)	209	766	579	1,141	1,654	2,216	2,779	3,341	3,904	
OPENING CASH BALANCE	18,000	(3,730)	(34 9) (7,061)	(7,409)	(7,200)	(6,434)	(5,855)	(4,713)	(3,059)	(843)	3,341 1,937	5,904 5,278	
ENDING CASH BALANCE	(3,730)	(7,061)	(7,409)	(7,200)	(6,434)	(5,855)	(4,713)	(3,059)	(843)	1,937	5,278	9,182	
LITUTING CASH DALANCE	(3,730)	(7,001)	(7, 4 03)	(7,200)	(4,434)	(3,033)	(1 ,/±3)	(3,033)	(073)	1,331	3,210	9,102	

PERSONAL STATEMENT OF NET WORTH Barry Fenton As at December 31, 2005

<u>ASSETS</u>		<u>LIABILITIES</u>	
Cash Residence	\$ 1,711 265,000	Amount outstanding on credit cards Amount owed on vehicle loans	\$ 600 28,300
Car Investments (Stocks, bonds, GICs, etc.) RRSPs Equity in business	33,500 11,500 19,425 56,344	Mortgage outstanding on residence	113,605
TOTAL ASSETS (A)	\$ 387,480	TOTAL LIABILITIES (L)	<u>\$ 142,505</u>
	NET WORTH (A-L)	\$ 244,975	
Real Estate Owned			
Description	Purchase Price		% Owned Year Purchased

100%

1989

265,000

Detached house - 84 Softwood Road

PERSONAL STATEMENT OF NET WORTH Jason Corliano As at December 31, 2005

<u>ASSETS</u>			LIAE	BILITIES		
Cash	\$	1,382	Amoi	unt owed on vehicle loans	\$	10,350
Residence		132,000	Amo	unt of other personal loans		2,272
Other Real Estate		27,500	Mort	gage outstanding on residence		113,750
Vehicles		12,000				
Investments (Stocks, bonds)		21,000				
RRSPs		9,700				
Equity in Business		25,000				
TOTAL ASSETS (A)	\$	228,582	тот	AL LIABILITIES (L)	<u>\$</u>	126,372
	NET \	WORTH (A-L)	\$	102,210		

Real Estate Owned

Description	 Purchase Price	% Owned	Year Purchased
Townhouse - 48A Poplar Ct, Port Alberni	\$ 132,000	50% owned jointly with wife	1998
Plot of land - 14593 RR #4, Tofino	\$ 27,500	50% owned jointly with wife	2000