



ELEMENTS OF A FINANCIAL PROPOSAL

Before approaching Agriculture Financial Services Corporation (AFSC) for a loan, it's important to provide a clear picture of your business and its financial position. Use the following information as a guide to develop your own financial proposal.

HISTORY

Provide:

- ✓ Your business history, start date and ownership structure.
- ✓ A brief business description and your reason for needing financing.

OWNERSHIP AND MANAGEMENT

- ✓ Describe your organizational reporting structure, including decision-making and action-taking processes.
- ✓ Include detailed resumes of key managers and their current responsibilities.

PRODUCTS/SERVICES

Provide detailed information describing your products and/or services, including:

- ✓ Product description, applications, uses, benefits and advantages for your customers.
- ✓ Your current pricing schedule, how your price compares to the competition and how your price is set and monitored.
- ✓ The business's terms of sale.
- ✓ Your suppliers' costs and terms, including availability of material, alternate supplies and purchase policy. Also Provide the names of three suppliers, the contact person and their telephone number for reference purposes.
- ✓ Photos, sketches, blueprints, technical drawings and specifications (if applicable).

TARGET-MARKET DEMOGRAPHICS

Provide:

- ✓ The size and location of your market.
- ✓ The proposed market share and related economic trends.
- ✓ Who will purchase your product and/or services.
- ✓ A list of three major customers. Provide references, including the name and phone number of your contact person.
- ✓ Your competitors in the area, their strengths and weaknesses, and how they could impact your business.

INDUSTRY AND MARKET ANALYSIS

Describe your industry sector in terms of:

- ✓ What it is, the size of the industry and prospects for growth.
- ✓ The economic base of the area.

LAND AND BUILDINGS

Describe land and buildings - existing, new, or to be constructed - and provide the following details:

- ✓ Civic and legal address.
- ✓ Land (size, cost, and current value).
- ✓ Building - size, date built, date improved, condition and construction type.
- ✓ Lease terms, the renewal date and options, and a copy of the lease agreement.
- ✓ Any environmental or property contamination concerns.
- ✓ Existing charges on property.
- ✓ If an appraisal is available, please provide it.
- ✓ If the project involves construction of a new building, provide a written quote.



PLANNING YOUR BUSINESS IS THE FIRST STEP TO SUCCESS.

EQUIPMENT

Provide a description of all equipment, owned and leased, including the following details:

- ✓ Major pieces of equipment owned, including vehicles.
- ✓ New equipment to be purchased or leased including supplier quotes.
- ✓ Benefits of new equipment purchases.
- ✓ Additions or deletions anticipated in the near future.
- ✓ Loans or charges against the company-owned equipment.

LABOUR

Provide a description of:

- ✓ Staffing and wage schedules, including the number of seasonal, part-time, full-time and wage employees. Include shareholders, if applicable.
- ✓ Your hours of operation.
- ✓ Availability of skilled labour.

FINANCIAL POSITION OR PLAN

Provide an up-to-date snapshot of your company's current financial position and requirements to maintain and grow your business through the following information:

- ✓ Historic year-end financial statements for the past three years, if applicable.
- ✓ Current and interim financial statements, including balance sheet and income statement.
- ✓ Aged listing of accounts receivable and accounts payable as at the same date.
- ✓ Inventory level as at the same date.
- ✓ Projections of income and expenses for the next year; as well as cash flow forecasts, if applicable.
- ✓ Complete cash flows for first 24 months, if yours is a start-up business.
- ✓ Statements of significant assumptions used in preparing the financial statement projections.

SUPPLEMENTARY INFORMATION

Provide any of the following relevant information:

- ✓ The name of your financial institution contact person.
- ✓ The amount of your line of credit
- ✓ Your accountant's name
- ✓ Detailed product literature or other supporting documentation.



Contact us today - an AFSC Lending Specialist is ready to help you with your financing needs.

www.AFSC.ca • 1.877.899.AFSC (2372) •  @AFSC_AB