

Appendix K - Recommended Business Plan Structure

The list summarizes the recommended structure of a Business Plan for the ongoing development of the Oakville Home Energy Retrofit Program.

Proposed Table of Content

- Exc. Summary
- Market Analysis (achievable potential analysis)
- Political, Economic, Social, technical (PEST) Analysis
- Bus Plan Strategy
- Bus Plan objectives, goals and KPIs (1st year, 3 to 5 years with planning horizon over term)
- Go To Market Approach
- Sensitivity Analysis – Market penetration and other variables
- Financials – proformas, dividends, returns, etc.
- Budget – OPEX and CAPEX
- Resource structure
- Business processes
- Strategic Partners
- Risk and Mitigation
- Schedule / Timelines
- Key Success Factors
- Appendices