

1. Business plan

Please note that this document is a guide that can be used to assist with the preparation of your business plan.

1. Executive Summary

- a) Business Summary Business Overview – brief description of business and activities.
- b) Market Overview – brief description of the market the business is operating in.
- c) Financial Highlights – brief description of expected financial performance of business.
- d) Your Request – Brief description of what the business is requesting.

2. Company

- a) Structure & Ownership – How is the company set up? BV, NV, Sole Proprietorship...
- b) History – describe the history of the business and its owners, please include the experience of the owners including their qualifications and past experiences.
- c) Location – Where is the business going to be located? Is there a reason for choosing this location? (Consider attaching supporting documents i.e., lease agreements, letters of intent)
- d) Management Team – Who will run the business? Who currently runs the business? How many people are involved in the decision-making process of the business? (Consider attaching CVs/resumes of principals)
- e) Employees – How many employees does the business have currently? How many employees is the business planning to hire once they start operations?

3. Products & Services

- a) what are you selling to clients? What makes it different/unique from other similar products/services?

4. Market Analysis

- a) Target Market – Who will use my products/services and why will they use it? What is the make up profile of my customers? Male/female, young/old etc.
- b) Market Need – Is my product/service needed or wanted? What makes customers/consumers need my product/service over others?
- c) Competition – who are my main competitors? What makes my product/service unique/different from my competitors? Is my product/service able to compete effectively in the market? What advantage do I have over my clients?

5. **Strategy**

- a) Competitive Edge – what makes me different from my competitors? What gives me a competitive edge over them?
- b) Pricing – How do I price my products/services? What method do I use for my pricing? Do I know how my competitors are pricing their products?
- c) Milestones – what do I want to achieve over the next 1-5 years? Do I have monthly goals and what are they? Where do I see my business in 6months? 6 years?
- d) Risks and Mitigations – Do I understand what risks can affect

6. **Operations**

- a) Key Assets – What assets do I need to achieve my goals? What are my current assets and how well are they working for me?
- b) Suppliers – who are my suppliers? Are they reliable/dependable? Am I looking to expand? Have I looked at new suppliers? Am I getting the best out of my suppliers?

7. **Financial Plan**

- a) Funding – How much money do I need to start-up/expand my business? What are the more important things my business needs financially?
- b) Sales Forecast – what am I projecting my sales to be with funding? What are my current sales and how much do I expect sales to grow with a financial investment?
- c) Financial Projections – Profit & Loss, Income statement and balance sheet. What are my underlying assumptions and basis for income and expenses? If applicable, please provide copies of historical financial statements for your previous 2 years.