[insert company name]

[Insert date of submission]

# BUSINESS PLAN

## BUSINESS DETAILS

Company Name:

Company Address:

Phone Number:

Email Address:

Business Registration Number:

Website:

## CONTACT PERSON DETAILS

First Name:

Last Name:

Designation:

Mobile Number:

Email Address:

## EXECUTIVE SUMMARY

### Brief Description of your business

[Provide a brief description of your business outlining how it started operation, its business process, products/services it provides and key know-how/expertise]

## PRODUCTS AND SERVICES

### Key Products/Services

[Provide a brief description of the products/services that your company provides]

|  |  |
| --- | --- |
| Products/Services  | Description  |
|  |  |
|  |  |
|  |  |

### Certification (If Any)

[Enumerate the certification that your company/ products/ services have]

## MARKET ANALYSIS

### Main Market

[Provide a brief description of your main market and consumer demand/target]

#### Local Market

[State your local market share for each product/service]

#### Export Market

[State your export market share for each product/service]

#### Main Distribution Channels

[Mention your logistics process and distribution methods]

## KEY PEOPLE

#### Shareholders and Directors Composition

[Enumerate major shareholders and directors in the business]

#### Staffing

|  |  |  |  |
| --- | --- | --- | --- |
| Forecasted Staff | Year 1 | Year 2 | Year 3 |
| Administration  |  |  |  |
| Operation |  |  |  |
| Total |  |  |  |

## SWOT ANALYSIS

|  |  |
| --- | --- |
| Strength | Opportunity |
| Weakness | Threat |

## FINANCIAL PLAN

[Submit the cash flows statement, income statement and balance sheet over a projected 3-year period)

## FUNDING

[State the amount, type, timing and use of funds gathered/to be gathered for the business]