

Preparing a Business Plan

You are looking for financing and you have to prepare a business plan. Here are the essential components of a professional business plan.

Business Contact Information

- Company name
- Commercial name
- Full address
- Telephone number
- Fax number
- Email

Description of the Business and the Project

- Mission of the business
- History of the business
- Legal form of the business
- Description of the promoters and owners
- List of major shareholders and percentage of shares held
- Description of the project
 - Nature of the project
 - Sector of activity
- Location of the project
- Description of products/services offered: target clientele, target territory, methods of distribution of products/services offered
- Stages of the project and forecast date of completion of each stage
- Advertising brochure

Market Analysis

- Description of the sector of activity
 - General situation
 - Market trends
 - Opportunities
 - Government regulation
- Target clientele (socio-demographic data, behaviour, attitudes, needs)
- List of potential customers
- Target territory
- Competitors
 - Description
 - Main strengths and weaknesses
- Competitive advantages
- Potential market (e.g.: estimated total annual sales)

Commercialization Plan

- Product strategy (features, utilization, advantages, etc.)
- Pricing strategy (price of competition, gross profit margin, flat cost)
- Distribution strategy
- Promotional activities
- Budget and deadline

Operation Plan

- Production process
- Quality approach
- Procurement (suppliers, products/services, time for delivery)
- Layout plan of your business
- Leasing or ownership details
- Fixed assets to be acquired (building/equipment)
- Technology investments
- Research and development
- Environmental standards
- Permits and licenses needed to carry out the project

Financing Plan

- Projected expenditures and financing required to carry out the project
- Balance sheets of the last three years
- Financial forecasts for the next two years
- Monthly cash budget of the next two years
- Offers of banking facilities
- Offers of financial partners

Append the Following Documents:

- Résumés of the promoters
- Shareholders' agreement
- List of orders in progress

June 2005