



## 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
- Business 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
  - Business line
- 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 business line
  - 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)



## Marketing Plan

- Product strategy (features, utilization, advantages, etc.)
- Pricing strategy (competitors' prices, gross profit margin, flat cost)
- Distribution strategy
- Promotional activities
- Budget and deadline



## Operation Plan

- Production process
- Quality approach
- Procurement (suppliers, products/services, delivery lead time)
- 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 licences needed to carry out the project
- Number and description of jobs before the project
- Forecast number of jobs after the project, along with their description



## Financing Plan

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