

# BUSINESS PLAN TEMPLATE

## FOR FLEXI AND STANDARD FACILITIES

### GUIDELINES TO SUBMIT A BUSINESS PLAN

- The document is a guideline to the prospective clients to assist them in submitting a comprehensive business plan.
- The sections with a star (\*) are compulsory to submit.
- The other sections are not compulsory but are highly recommended to be completed for a complete understanding by the evaluators
- The financial plan should encompass all relevant data.

### The Title Page should include

- Company name
- Date
- Business plan copy number [x]
- Name of point man in financing
- Title
- Contact details
- Company website (if available)
- Attachments (i.e. Financial Plan)

## 1. EXECUTIVE SUMMARY\*

The executive summary should include the main points of the entire document. The summary should be no longer than two pages.

## 2. THE BUSINESS

What is the core business of the company?

### Regulations and Permits

What kind of permits / regulations do you need to operate in your target market? How will you obtain these permits?

### Strategic Alliances

Does the company have a strategic alliance? If so state the details of the partner and the nature of the alliance, including the risk and opportunities of this alliance.

### Product or Service\*

Describe your products/ services in detail, including but not limited to: What needs in the market are addressed by your products/services? What value do you add to your products/services? Provide a list of services the company offers in order of highest sales or significance in product line. What are the critical factors in the delivery of your services/products?

### Unique features or proprietary aspects of Product\*

Describe your s in detail, including but not limited to: What is the uniqueness of your products and services? What sets your products and services apart from your competitors?

### Vendors

Do you have multiple supply sources? Who are your suppliers, or potential suppliers?

# BUSINESS PLAN TEMPLATE

## FOR FLEXI AND STANDARD FACILITIES

### 3. THE MARKET

#### **Market Definition\***

What markets are you competing in? What is your niche market? What are the market facts you obtained and wish to target? Identify where you got this information, and how up-to-date it is.

#### **Market Segment\***

Define your market segment. List, in general, the types of customers you are likely to reach. What are the weaknesses of your services/products in your market segment?

#### **Marketing**

How are you planning to penetrate in the above segment(s)? What will be your primary marketing channel? What percentage of market share do you plan to obtain in your first two years of operation?

#### **Position**

How will you position your products / services (good value for price, top quality, cheap and fun)? Which is a position not presently being addressed by the competition?

#### **Advertising, Promotion, Trade Shows**

What is the advertising and promotion strategy? What would be the most efficient method? Product sampling, demonstrations, pilot projects, etc. What trade shows would you likely participate in?