Business plan

**Business Name:**

Company Address:

Company Owner Name (Owners Name for Partnership):

Company licensed issued by:

Email Address:

Contact Number:

Alternative Contact Number:

Business Coach Name & Number:

No. of Current Employees:

No. of Jobs to be Created:

Target Group:

Geographical Area for the Business:

**Company Background:**

**Business Plan Part 1: Marketing** **Product**

I want to offer the following product/service:

|  |  |  |
| --- | --- | --- |
|  |  |  |

**Customer Segmentation**

I want to sell this Product/Service to customers who have the following characteristics:

|  |  |
| --- | --- |
| **Customer type 1** |  |
| **(Place)** This customer type will find my products or services at this location |  |
| Characteristic 1 |  |
| Characteristic 2 |  |
| Other specific characteristics |  |

|  |  |
| --- | --- |
| **Customer type 2** |  |
| **(Place)** This customer type will find my products or services at this location |  |
| Characteristic 1 |  |
| Characteristic 2 |  |
| Other specific characteristics |  |

**Price**

I will be able to sell my product/service at the following pricess and quantities:

|  |  |  |  |
| --- | --- | --- | --- |
| **Between (lowest price)** |  | **And (highest price)** |  |
| **Between (units)** |  | **And (units)** |  |
| **Every** | Day | Week | Month |

**Promotion**

The following are potential promotion strategies I could use to boost sales.

|  |  |
| --- | --- |
| **Promotion 1**  **Promotion 2** |  |
|  |

**People**

For sales purposes, I will do one or more of the following:

|  |  |  |
| --- | --- | --- |
| 1. Make sales on my own | 1. Have family help with sales | 1. Hire people to do sales for my business |

**Competition**

I need to be aware of the following competitors:

|  |  |
| --- | --- |
| **Competitor 1** |  |
| **Strengths** | **Weaknesses** |
|  |  |

|  |  |
| --- | --- |
| **Competitor 2** |  |
| **Strengths** | **Weaknesses** |
|  |  |

**Business Plan Part 2: Operations**

**My production process includes the following steps:**

**Get Ready**

|  |  |
| --- | --- |
| **Steps required for this stage?** | **Materials, equipment or people for this stage?** |
|  |  |

**Make**

|  |  |
| --- | --- |
| **Steps required for this stage?** | **Materials, equipment or people for this stage?** |
|  |  |

**Put away**

|  |  |
| --- | --- |
| **Steps required for this stage?** | **Materials, equipment or people for this stage?** |
|  |  |

**I need the following MATERIALS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Materials** | **Price** | **Quantity** | **How many units can I produce with that?** | **Cost per unit** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **TOTAL COST OF MATERIALS PER UNIT** | | | |  |

**I need the following EQUIPMENT AND TOOLS for my business:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Equipment or tool** | **Price** | **Quantity needed** | **Total** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **TOTAL COST OF EQUIPMENT AND TOOLS** | | |  |

**I need the following WORKERS on my production team:**

|  |  |
| --- | --- |
| **Worker** | **Salary per Month** |
|  |  |
|  |  |
|  |  |
| OWNER (YOU!) |  |
| **Total Salary per Month** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Product Name:** | **No. of Production before ILO Partnership each month** | **Total Net Profit before Partnership** | **No. of Production after ILO Partnership each month** | **Total Net Profit**  **After Partnership** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Production Before and After Partnership with ILO:**

**Business Plan Part 3: Finance**

This part of the business plan follows the financial cycle of the business.

1. **I will dedicate the following amount to my business:**

|  |
| --- |
| **(1)** |

1. **If this is not enough, I have the following options to get funds** (Write in details in below if your dedicated amount is not enough from which sources you will get money):

**Family**

|  |  |
| --- | --- |
| **My relatives will offer me this amount** | **(2a)** |
| **To be paid in this time** |  |
| **With the following monthly/weekly payments** |  |

**Friends**

|  |  |
| --- | --- |
| **My Friends will offer me this amount** | **(2b)** |
| **To be paid in this time** |  |
| **With the following monthly/weekly payments** |  |

**Microfinance Institutions (FMFB, OXUS, MUTAHID etc):**

|  |  |
| --- | --- |
| **I will get a Loan of this amount** | **(2c)** |
| **To be paid in this time** |  |
| **With the following monthly/weekly payments** |  |
| **Total Cash Available** | **(2d)** |

(2d = 1 + 2a + 2b + 2c)

**(2c)**

1. **I will buy the following equipment and tools (only estimate for what is needed to start a small operation in order to test the market)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Equipment or tool** | **Price** | **Quantity needed** | **Total** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **TOTAL EQUIPMENT AND TOOLS (3a)** | | |  |

**Available Cash After Equipment’s & Tools**

|  |
| --- |
| **(3b)** |

(3b = 2d - 3a)

1. **I will produce the following number of units every week/month:**

|  |
| --- |
| **(4a)** |

|  |  |
| --- | --- |
| **Expense** | **Amount** |
| Materials |  |
| Rent |  |
| Salaries (including the one of the entrepreneurs) |  |
| Payments of loans from family, friends, and institutions |  |
| Other |  |
| **Total outgoing cash every month/week: (4b)** |  |

|  |  |  |
| --- | --- | --- |
| **The cost per unit is the following** |  | **(4c)** |

(4c = 4b/4a)

**5 I will sell all the products/services every week/month as follows**

|  |  |  |
| --- | --- | --- |
| **Number of units (this is the same as what I have produced)** |  | **(5a)** |

(5a = 4a)

|  |  |  |
| --- | --- | --- |
| **Price per unit**  **Total incoming cash every week/month** |  | **(5b)** |
|  | **(5c)** |

(5c = 5a x 5b)

The difference between incoming and outgoing cash is:

|  |  |  |
| --- | --- | --- |
| **Total cash coming in Minus total cash going out**  **Equals (this needs to be positive!)** |  | **(5c)** |
|  | **(4b)** |
|  | **(5d)** |

(5d = 5c - 4b)

This amount is what I can use to save for my next stage. (5d)

I will need to make this profit many times before going to the next stage. This depends on the investment I need for the next stage and will potentially only happen after I have paid back the loans from the first stage.

**Business Plan Part 4: People**

**I am an entrepreneur: I am a leader.**

As an entrepreneur, I have several strengths and areas that I can improve. The three strongest leadership qualities I have to offer are the following:

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |

Besides these qualities, I will also strengthen these three leadership qualities, to improve my abilities as an entrepreneur:

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |

**I have people that support me.**

The following are the people I can trust and that will support me in my entrepreneurship journey:

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |

**Working for my business**

Looking at each area of my business plan, I might initially perform all roles, later I will need support:

|  |  |  |
| --- | --- | --- |
| **Area of my business plan** | **Who can do this at the initial stage?** | **Who could do this later?** |
| **Marketing**  (Find information about customer needs and competition and sell products and services) |  |  |
| **Operations** (manufacture products or deliver services) |  |  |
| **Finance**  (Keep the records of my business) |  |  |

**Business Plan Part 5: Risks**

The following is my risk management matrix:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Risk** | **Likelihood** | **Impact** | **Action** | **Who will do it?** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Business Plan Part 6: Budget Sheet**   1. Please attach the budget sheet as index in excel format separately. | | | | |