

## **BUSINESS PLAN TEMPLATE** (Proposed Minimum Contents)

### **ADMINISTRATION INFORMATION**

*Name of organisation/institution/entity:*

*Main Business Activity:*

*Postal address:*

*Physical Address (Location of Operation):*

*Contact person:*

*Contact details: Telephone; facsimile; cell-phone and email address*

### **EXECUTIVE SUMMARY**

Insightful overview of the Business Plan that highlights critical aspects of the entire plan:

- Provide a brief description of the business and background on the management team
- Provide the reason why funding is required, provide brief details of how these funds will be applied and an overview of the socio-economic benefits

#### **1 INTRODUCTION AND BACKGROUND INFORMATION**

*Provide information on the following:*

- *Current situation of the organisation/institution, its members and employees*
- *Business activities of the organisation/institution (for start-ups, intended activities)*
- *Amount of funds required and how the funds will be utilised (itemised budget on the project plan)*

#### **2 MANAGEMENT TEAM**

*Provide information on management team by including the following:*

- *Their key responsibilities (Attach CVs)*
- *The main skills and competencies they have*
- *Their work experience relevant to the business of the organisation/institution*

#### **3 MARKETING PLAN (Optional)**

*Provide information on customers by including the following*

- *Target market and geographic coverage*
- *Market size and growth prospects in terms of monetary value and number of beneficiaries*
- *List of existing and potential beneficiaries*
- *Competition in terms of barriers*
- *Action plan to realise objectives*

#### **4. MANPOWER PLAN**

- *Staffing Requirements – number of employees needed to work on the project or deliver the service;*
- *Skills and expertise required*

#### **5. FINANCIAL ADMINISTRATION PLAN**

- *Finance required*
- *How are the organisation's financial needs going to be met (Sources of funding)*
- *Funds utilisation - provide details of how these funds will be applied*

**Appendix A** CVs of the Management Team

**Appendix B** SWOT Analysis

**Appendix C** Financial Statements