

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