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Business Plan

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1. EXECUTIVE SUMMARY

Key Aspects to Cover

- What does your business do?
- What market need does your business solve?
- What are 4-7 reasons because of which your business will be successful?
- How much capital, if any, are you seeking for your business?

2. COMPANY OVERVIEW

Company Vision/ Mission Statement

- What is your organizational story?
- What goals are your company trying to achieve?

Past Accomplishments

- What successes have your company already achieved?

3. MARKET ANALYSIS

Market Need

- What customer need(s) are you fulfilling?

Market Fundamentals

Market/ Industry Overview

- In what market(s) do you compete?

Market/ Industry Trends

- What are the key market trend(s) and how does that affect you?

Relevant Market Size

- How large is your relevant market (the # of customers who can realistically buy from you)?

Unique Qualifications

- What qualifications make your business uniquely qualified to succeed?

4. CUSTOMER INSIGHT

Customer Needs

- What are the key needs of your target customers?

Target Customer Profile

- Who are your target customers? Give a detailed demographic profile.

5. COMPETITIVE LANDSCAPE

Direct Competitors

- Who are your direct competitors? What are their strengths and weaknesses?

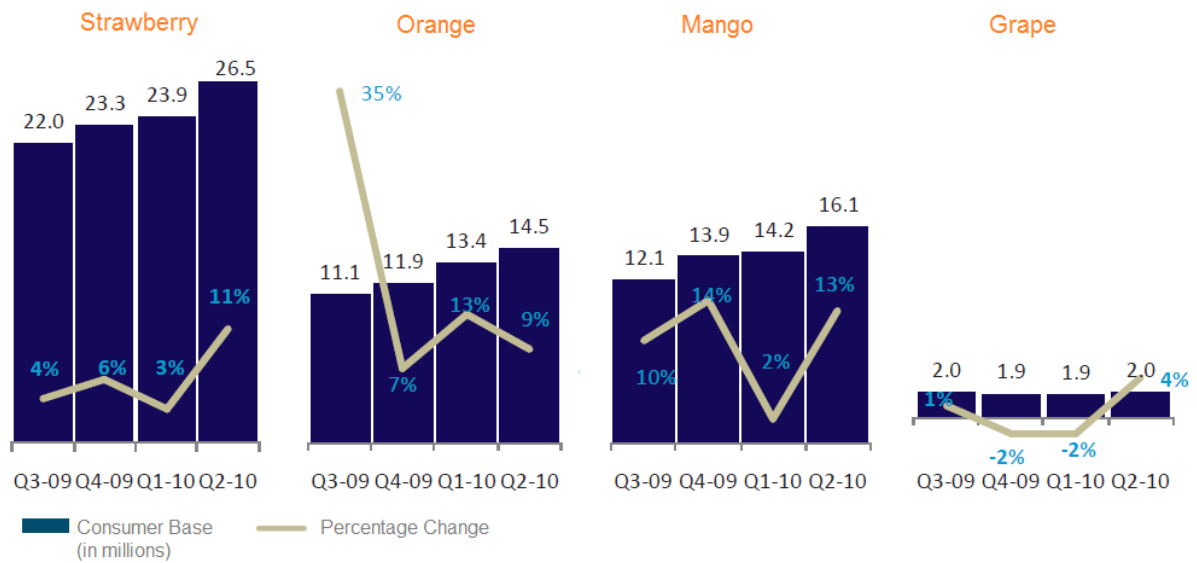
Indirect Competitors

- Who are your indirect competitors? What are their strengths and weaknesses?

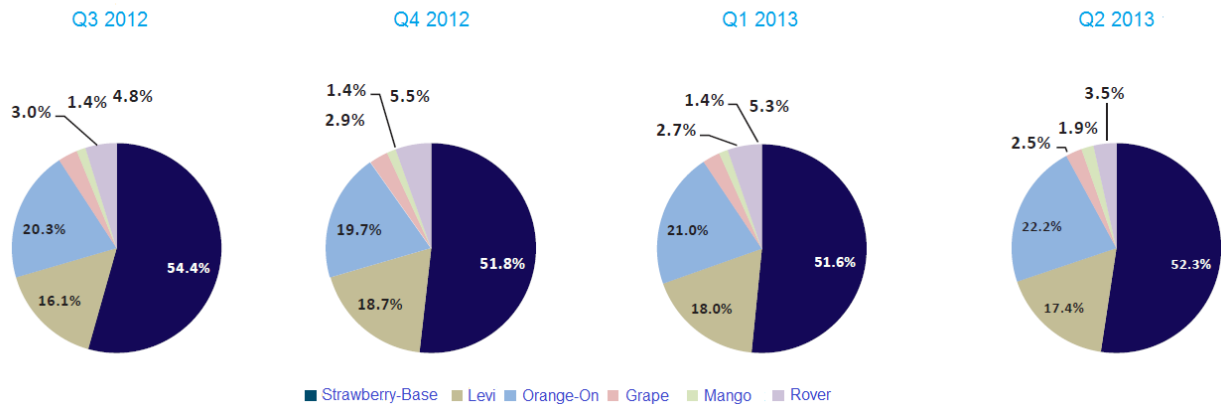
Competitive Advantage

- What are your competitive advantages? Are these sustainable (can competitors emulate those)?

Sample Illustrations of a Competitor Analysis:



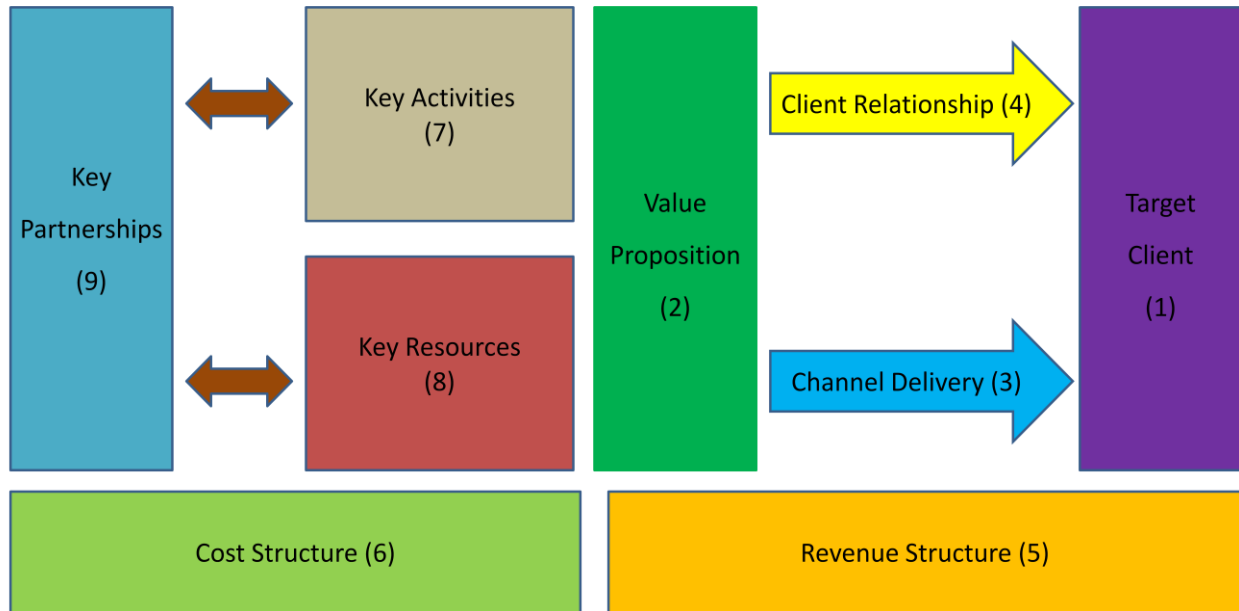
Market Share (Revenue)



6. THE BUSINESS MODEL

A Sample Business Model:

Business model for Heavy Construction Equipment Industry



-
- Industries – RMG, Textiles, Agro-processing, Defense, Dockyard, Construction, Trade, Air-Freight, Recycling
 - Forklift
 - B2B – direct and customized selling practices
 - Quality products, dedicated customer service center, annual maintenance contract
 - Proceeds from direct selling and periodical maintenance
 - Cost of procurement, marketing and operations
 - Branded products, sophistication, tailor-made follow-up activity
 - Professional sales and marketing team
 - Other business units of Speedwell group, strong relationship with target clients

7. INTEGRATED MARKETING COMMUNICATION PLAN

Products and Services

- What are your products and/or services?

Branding and Promotions Plan

- What is your desired brand positioning? How do you plan to promote your company's products and/or services?

Distribution Plan

- How will you sell your products and/or services to customers? Directly or via partners/distributors?

8. OPERATIONS PLAN

Key Operational Processes

- What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?

Business Milestones

- What milestones will you need to accomplish over the next 1-3 years in order to achieve success?

Sample of an Operational Plan:

Activity	BDT Million												Total									
	Done	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10		Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11
Activities:																						
Land and Land Development	■																					
Opening of Boiler & Turbine LC		■																				
Retirement of Boiler & Turbine LC										■	■											
Procurement of BOP								■	■	■	■											
Civil Construction			■	■	■	■	■	■	■													
Furniture & Fittings											■	■	■	■	■							
Office Equipment												■	■	■	■							
Advance, Deposits and Prepayments				■																		
Preliminary & Pre-operating Expenses											■	■	■	■	■	■	■					
Installation										■	■	■	■	■								
Trial Operation														■	■	■						
Commercial Operation																■						

9. THE MANAGEMENT TEAM

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- Who are the key members of your management team?

Management Team Gaps

- Who do you still need to hire?

Board Members

- Do you have a Board? If so, who is it comprised of?

10. FINANCIAL PLAN

Revenue Model

- In what ways do you generate revenues?

Financial Highlights

Key Assumptions

- What key assumptions govern your financial projections?

Topline Projections

- What are your topline 5 year financial projections?

Funding Requirements/ Use of Funds

- How much money do you need to start and/ or run your business? What are the primary uses of these funds?

Exit Strategy (or Repayment Strategy)

- How will equity investors be paid? How will debt investors be paid?

11. ANNEXURE

The Appendix is used to support the rest of the business plan.

Include the following (if applicable) in the Appendix:

- Projected Income Statements, Balance Sheets, Cash Flow Statements, Ratio Analysis
- Technology: Technical Drawings, Patent Information
- Product/Service Details
- Partnership and/or Customer Letters
- Expanded Competitor Reviews
- Customer Lists