

BUSINESS PLAN TEMPLATE

NAME OF BUSINESS.....

TELEPHONE.....CELL PHONE.....

E-MAIL ADDRESS.....

POSTAL ADDRESS.....

PHYSICAL ADDRESS.....

BACK GROUND AND DESCRIPTION OF THE BUSINESS

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VISION AND OBJECTIVES OF THE BUSINESS

VISION

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SHORT TERM OBJECTIVES (Up to one Year)

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MEDIUM TERM OBJECTIVES (1-3 years)

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LONG TERM OBJECTIVES (3 years and above)

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MANAGEMENT AND ORGANISATION STRUCTURE

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PRODUCT/ SERVICE

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MARKET ANALYSIS

CUSTOMERS

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SUPPLIERS

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COMPETITORS

List the competitors

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MARKETING PLAN

PRODUCT

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PRICE

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DISTRIBUTION

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PROMOTION

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INNOVATION

WHAT MAKES YOUR PROJECT UNIQUE?

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WHAT WILL BE THE BENEFIT OF THE PROJECT?

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FINANCIAL PLAN

Format of Forecasted Financial statements

FORECASTED PROFIT AND LOSS STATEMENT	Year 1	Year 2	Year 3
Income	SCR	SCR	SCR
Sales			
Other income			
Total Income			
Expenses			

Rent			
Salaries			
Raw materials			
Utilities			
Total expenses			
Profit /Loss			

FORECASTED BALANCE SHEET	Year 1	Year 2	Year 3
Assets	SCR	SCR	SCR
Land			
Equipment (e.g. Computers)			
Stock (inventory)			
Debtors			
Cash/Bank			
Total assets			
Equity and Liabilities			
Equity (Capital and retained profits)			
Long term loan			
Creditors			
Electricity payable			
Total equity and liabilities			

FIXED CAPITAL BUDGET

SCR:.....

WORKING CAPITAL BUDGET

SCR:.....

TOTAL

SCR:.....

MINUS OWN CONTRIBUTION

SCR:.....

TOTAL CAPITAL NEEDED

SCR:.....

RISKS AND ASSUMPTIONS

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COMPILED BY.....DATE.....