

Business Plan/proposal On(Sample).....

.....

Submitted by:

(CID No:.....)

Contact No:.....

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ii. EXECUTIVE SUMMARY

Brief Description of the Business



[What will be the name of your business? What products/service will it produce/provide?]

.....

Brief Profile of the Entrepreneur

[Briefly describe your background, experience and future plans. If others will be involved in managing the business, give details of them too.]

.....

Summary of the Marketing Plan

[Briefly describe your target groups and the strategies you will adopt.]

.....

Summary of the Production and Technical Plan

[Briefly describe the production process and the technology to be used.]

.....

Summary of Organization and Management Plan

[Briefly describe the form of business and how you will be organizing it.]

.....

Conclusion on the Project

[Briefly state the socio-economic benefits, which would arise by setting up the proposed business]



iii. PROMOTER's PROFILE

Name of the proponent	
Education qualification	
DOB	
CID no.	
Contact no.	
E-mail ID	
Experience	
Training	
Skills	
Current address	
Permanent address	

1. Introduction

Write a brief introduction of background of the business

- a. Vision
- b. Mission
- c. Objectives

2. Marketing Plan

2.1. Description of products and/or services

- What is/are the product (s) service that your business is going to produce or serve to the customer?
- Description of the product, value, purpose, utility, and the physical features.

2.2. Proposed Market Segment/s

- Which target market segment does each of the product aim at
- Target customer profile

2.3. Demand analysis (TAM-Total Available Market)

- Demand for the products, similar products.
- Can it substitute within the target market



2.4. Supply analysis (SAM-Service Available Market)

- Supply of similar products and substitutes within the target market segments from the target market areas

3. Production and Technical Plan

3.1. Production/Service process

Mention brief about how products/services shall be processed: procedure for making products/services

3.2. Estimated production volume

Product/ Service	Year 1	Year 2	Year 3	Year 4

3.3. Assets used in production/service operations

Asset	Market Value (Nu.)	Life time (Years)	Depreciation (Nu.)
Total			

3.4. Proposed factory layout

- Develop factory layout through the help of engineer and paste it here



3.5. Raw material requirement, purchasing and storage

Item	Quantity (.....)	Unit Price (Nu.)	Budget (Nu.)	Mode of purchase	Minimum stock required
Total annual material cost					

3.6. Manpower Plan

3.6.1. Direct manpower/staffs involved in the production process

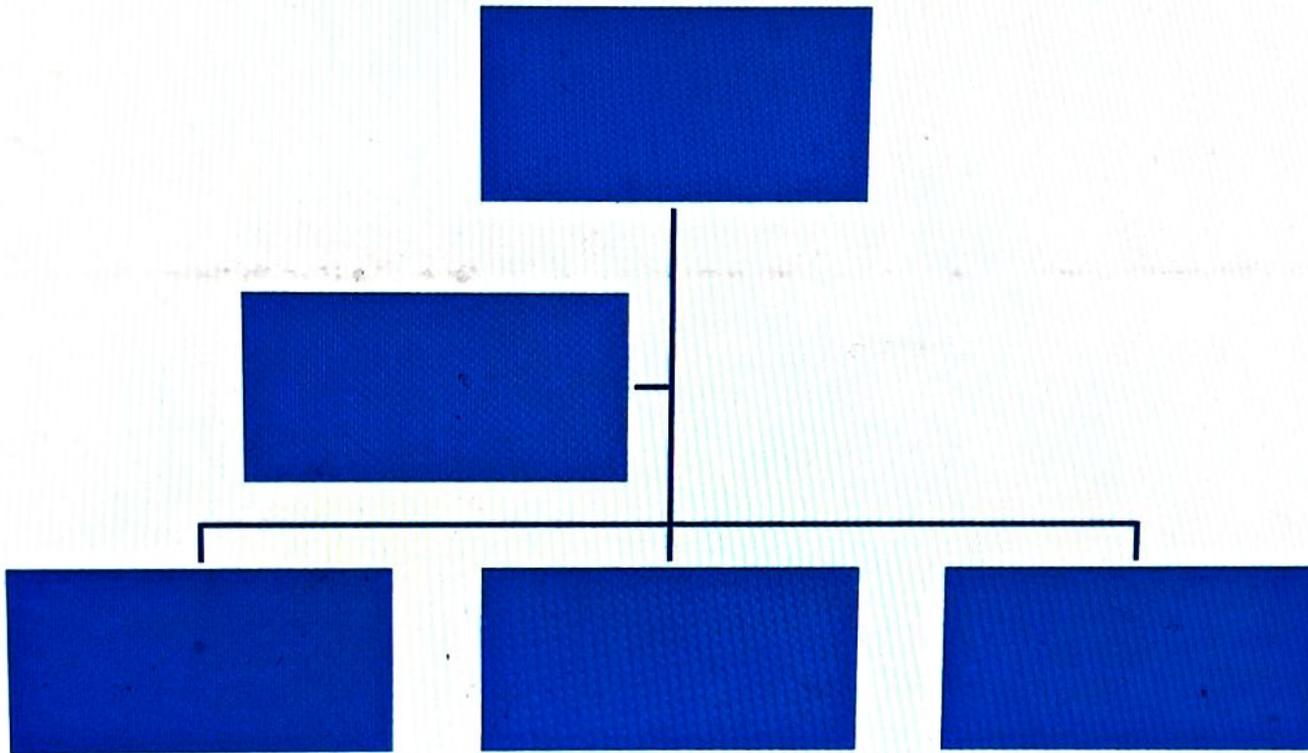
Position	No of persons	Salary (Nu.) (including PF & HC)	Salary budget per annum (Nu.)
Annual direct manpower cost			

4. Organization and Management Plan

4.1. Form of business: Is it sole proprietorship/Partnership/Company?

4.2. Organization structure





5. Documents: mention support Documents and attached with the proposals such as:

1. Certificates
2. Layout Plan
3. Other important documents

6. Conclusion

- Briefly state the socio-economic benefits, which would arise by setting up the proposed business