

## **Business Plan Guide**

A business plan is a vital first step for new entrepreneurs, to assess the viability of a business, before investing time and money. The business plan describes how to start a business. It gives insights on steps to be taken, resources for achieving business goals, and a timeline of expected results. A 3-year cash flow projection is vital.

Banks require business plans to assure themselves that their finance is offered to enterprises that will be well-managed on a planned basis, and that they will be able to repay the finance. When developing a business plan, make sure that all costs are covered.

### **Business plan requirements**

Documentation

Covering letter Index (contents)

Executive summary (using guidelines detailed below):

#### **1. Company information**

1.1 Name

1.2 Business location

1.3 Description of business, range of products or services (current and future)

1.4 Background (regulations, sector/market analysis)

1.5 Sources of funding (borrower, government, DBN, Agribank, EIA, commercial bank, donor, own contribution etc.)

#### **2. Management plan**

2.1. Organisational structure

2.1.1 Management organogram and personnel (waged and salaried - from year 1 to 3)

2.1.2 Experience and technical ability of management and applicants

2.1.3 Ownership structure

2.1.4 Strategic alliances (If any)

#### **3. Financial information**

3.1. Historical financial statements (If Operational)

3.2 Budgeted / projected forecasts (for new and existing SMES) – for at least three (3) years, monthly for the first (1) year

3.2.1 Key assumptions

3.2.2 Cashflow & Income projections: profit/ loss including expenses, salaries and provision for repayment of loan

#### **4. Marketing plan**

4.1 Industry analysis

4.1.1 SWOT analysis

4.1.2 Potential markets and market share estimates

4.1.3 Competition and / or substitute products

4.2.3 Promotion and advertising strategy

## 5. Operations / manufacturing information

5.1 Business process (activity) description

5.2 Raw material supplies and costing

5.3 Organisation of operations and outputs

5.4 Technology and equipment

## 6. Statistics

STATISTICS TABLE			
PDN ownership (%)		Sales Region	
Women ownership (%)		Branch	
Youth Ownership (%)		Economic Sector	
Age of youth		Short description of business activities	
Education qualification of youth		Industry	
Employment status at the time of application		Region	
Year of business registration		Town	
Start up/early growth/ expansion		Constituency	
Business traded formally / informal		Rural/Urban	
SME / Large Enterprise		Number of youth employed	
Number of New Jobs		Number of women employed	
Number of Retain Jobs		Number of people with disability employed	
Number of Temporary Jobs		Number of people from marginalised communities employed.	
Number of skilled jobs			
Number of semi-skilled jobs			
Number of Unskilled jobs			
Number of direct jobs			
Number of indirect jobs			
Enterprises Owned by People with Disabilities (Yes/No)			
Enterprises Owned by People from marginalised communities (Yes/No)			
Innovation / Tech driven (Yes/No)			
Market Linkages (Yes/ No)			
Business Development Services (Yes/ No)			
Mentoring & Coaching Programme (Yes/ No)			