Business Plan Template

Below are some guidelines for you to follow so as to ensure that the evaluators have sufficient information to review your business plan. While we appreciate work you may have already put into another presentation / business plan document you are requested to follow this template.

- The prospect is required to submit a comprehensive business plan.
- This document is a guideline to the expected detail of the business plan.
- The Financial plan section could be presented in any form as long as it encompasses all the relevant data.

The business plan should address the following areas:

Executive Summary

The Business

- Regulations & Permits
- Strategic Alliances
- Product or Service
- Unique features or proprietary aspects of product
- Vendors

The Market

- Market Definition & Market Research
- Market Segment
- Marketing
- Positioning
- Advertising, Promotions & Trade shows

Competition & Risk

- Competition
- Business Risks

Management Team

- Ownership
- Professional Support
- Board of Advisors/Directors

Capital Requirements

Financial Plans

- Assumptions
- Income Statements
- Balance Sheet Summary
- Cash Flow & Break Even Analysis
- Actual Cash Flow Statements
- Forecast Cash Flow Statements

Exhibits

Business Plan Details - 1

Executive Summary

The executive summary should include the main points of the entire document.
The summary should be no longer than two pages.

The Business

What is the core business of the company?

Regulations and permits

What kind of permits/ regulations do you need to operate in your target market?
How will you obtain these permits?

Strategic Alliances

Does the company have a strategic alliance? If so state the details of the partner and the nature of the alliance, Including the risk and opportunities of this alliance.

Product or Service

What burning marketplace needs are addressed by your products/services?
What value do you add to your products/services?
Put a list of services the company offers in order of highest sales or significance in product line?
What are the critical factors in the delivery of your service/products?

Unique features or proprietary aspects of Product

What is the uniqueness of your products and services?
What is the differentiator of your products and services compared to competitors?

Vendors

Do you have multiple supply sources?
Who are your suppliers, or potential suppliers?

Business Plan Details - 2

The Market

Market Definition

What markets are you competing in?
What is your niche market?
What is the market facts you obtained and wish to target? Identify where you got this information, and how up to date it is.

Market Research

Has the company conducted a market study of the target market?
If so, state the supporting details to your business

Market Segment

Define your market segment?
List, in general, the types of customers you are likely to reach?
What is the weakness of your services/products in your market segment?

Marketing

How are you planning to penetrate in the above segment(s)?
What will be your primary marketing channel?
What percentage of market share do you plan to obtain in your first two years of operation?

Position

How will you position your product/Service? (good value for price, top quality, cheap & fun)
Which is a position not presently being addressed by the competition?

Advertising, promotion, trade shows

What is the advertising and promotion strategy?
What is the most efficient method: Product sampling, demonstrations, pilot projects, etc
What trade shows would you likely participate in?

Business Plan Details - 3

Competition

Tell us about key competitors in regard to product/service, price, location, promotion, management, and financial position.

Who do you compete directly with?
Does the competition use the same or different suppliers?

Business Risk

What risk does your organization face?
What is your strategy to face these risks?

Management Team

State the competencies in your management team?
List the people in the management with their tiles, and attach their CV's

Ownership

List the persons or organizations that are significant owners of the company, list shares held and percentages of ownership?

Professional Support

Do you have any professional services such as Corporate Attorney?
Accounting Firm, Other Consultants? If so list companies and the nature of the service

Board of [Advisors, Directors]

Does the company have a board of advisors, if so, list names, and current positions of the individuals.

Business Plan Details - 4

Capital Requirements

What is the capital required?

What is the breakdown of funds that would be spent;

Complete development	[AED]
Purchase S/W, H/W	[AED]
Market the new/next product line	[AED]
Fund working capital	[AED]
Other	[AED]

What is the payback period of these funds?

Financial Plan

Assumptions

State the main assumptions of your business?

- Number of forecasted clients
- Size of forecasted clients
- Other related assumptions

Income statements

An income statement, otherwise known as a profit and loss statement, is a summary of a company's profit or loss during any one given period of time, such as a month, three months, or one year. The income statement records all revenues for a business during this given period, as well as the operating expenses for the business. The income statement should include:

- Revue
- Operating expenses

Balance Sheet Summary

Comment on any large or unusual items, such as other current assets, other accounts payable, or accrued liabilities.

Cash Flow and Break Even Analysis

Please provide the following data

- **Actual Cash Flow Statements**, these show an historic view, showing the actual flows of cash into and out of a business that have occurred over a previous trading period, e.g. 6 months, or 1 year.
- **Forecast Cash Flow Statement** showing the expected flows of cash into and out of a business over a trading period in the immediate future, e.g. next 1 year.

Exhibits

- Product literature and brochures and Past advertising campaigns
- Sales sheets
- Media coverage
- Clips from industry publications
- Relevant patents
- Market research data