

Business Plan Guidelines

The following Business Plan Format checklist is meant as a guideline only listing the most important sections of the business plan in the order in which they will likely appear in your completed business plan. It's much recommended to follow this checklist while you are preparing your business plan.

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| * | Cover Page shall include the following: Business Plan Title Applicant Full Name City/Address Telephone Mobile E-mail | |
| 1 | The Executive Summary | |
| | <p>An Executive Summary is devoted to summarizing the key points of your business plan in one or two pages. The Executive Summary is important to capture the reader's attention (the juries or potential lender \ investor). Make sure it sells your idea so the reader will retain interest and continue reading. Your Executive Summary is a maximum two pages summary of the highlights covered in your plan including:</p> <ul style="list-style-type: none">• Description of your company (nature of business and market area)• Products/services• Summary key market figures and your competitive advantage• Proposed sources and uses of funds | |
| 2 | Products and Services | |
| | <p>The Products and Services section should describe what you sell and how you differentiate your products / services portfolio from other competitive offerings. It provides detail on what your business does and begins to describe how it will generate revenue.</p> | |
| 3 | Market Analysis | |
| | <p>The Market Analysis section will provide an overview of the industry that the business will be a part of, primary and secondary target markets and investigation of your direct and indirect competitors. It should include the following subsections:</p> | |
| 3.1 | Market Research | |
| | <p>The Market Research section provides a summary of all information you referred to in order to determine that there is a demand for your product/service. Particularly important section for start-up businesses or new products/services are the research and it should include the following subsections:</p> <ul style="list-style-type: none">• Secondary Research - This includes information from second-hand sources, including books, magazines, government sources, Internet, etc.• Primary Research - Information you collect firsthand, including personal | |