

Executive Summary

Name of business _____

Legal form_____

Contact address_____

Tel. _____ **E-mail**_____

Fax._____

Type of business

☐ **Manufacturer**

☐ **Service provider**

☐ **Retailer**

☐ **Wholesaler**

Brief description of the business idea

Products or services _____

Customers / target group

Owner(s)

(Name, Address, Qualification, Function in the business, relevant experience)

1. _____

2. _____

3. _____

4. _____

Business Idea and Market

Description of the business idea

(e.g. identified needs (market gap), who are the customers, type of products or services to satisfy the needs, how to reach the customers, etc.)

Description of the market

(e.g. geographical area, town, type of customers, size of total market, description of competitors, market share for the new business, etc.)

Marketing Plan Product

Detailed description of the product or product range or service

Product/service type

What is special about the product/ the unique characteristics of the product?

Specification of the product (e.g. size, color, quality, Packaging etc)

After sales service

Marketing Plan Price

How much are customers willing to pay?

- ❖ Highest _____
- ❖ Average _____
- ❖ Lowest _____

How much are competitors' price?

- ❖ Highest _____
- ❖ Average _____
- ❖ Lowest _____

How much is your price?

- ❖ Highest _____
- ❖ Average _____
- ❖ Lowest _____

What are the reasons for setting your price?

Product/service	Type(1)	Type(2)
		Highest ; Average; Lowest
	Highest ; Average; Lowest	Highest ; Average; Lowest
	Highest ; Average; Lowest	Highest ; Average; Lowest
Margin for discount?	No Yes(_____ %)	No Yes(_____ %)

Marketing Plan Place
Location of the business

Description of the planned location for the business

Reason for choosing this location

Reaching the customers by selling to

☐ Individuals

☐ Retailers

☐ Wholesalers

☐ Others

Reason for choosing this way of distribution

Marketing Plan Promotion

Description of the planned actions to inform customers about the opening of the new business (e.g. printed information, brochures, posters, newspaper articles, radio advertisements, opening ceremony, etc. Also make inquiries about the costs for the different types of promotion)

Legal Form

The legal form of the business will be:-

☐ Sole proprietorship ☐ partnership ☐ limited company ☐ Corporation

Reason for choosing this legal form

Start-Up Capital

Estimation of start-up capital		Amount
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INVESTMENT		
Land		
Building		
Equipment		
Total Investment		
WORKING CAPITAL		
_____ months of staff costs		
_____ months of operational costs		
Total working capital		
TOTAL START-UP CAPITAL		

Sources of Start-Up Capital

Sources of funding

Type	Source	Conditions (duration/interest)	Amount
Equity capital	☐ Own savings ☐ Partner		
Loan 1	☐ Family ☐ Friends ☐ Money lender		
Loan 2	☐ Credit cooperative ☐ Government scheme ☐ Bank loan		
TOTAL FUNDING			

Information about funding sources

Loan 1

Name and address of creditor or credit institution

Credit agreement ☐ under discussion ☐ finalized

☐ Money available on (date) _____

Loan 2

Name and address of creditor or credit institution

Credit agreement ☐ under discussion ☐ finalized

☐ Money available on (date) _____

Debt Service

Repayment period	1 Amount	2 Amount	3 Amount	4 Amount	5 Amount	6 Amount
Loan 1						
Installment/ principal						
Interest						
Loan 2						
Installment/ principal						
Interest						
Debt service Sum of Installments						

Organization and Staff

Staff costs

Position	Qualifications	Salary	Social	Total
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			Per month	security	staff cost
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____
5.	_____	_____	_____	_____	_____

Organization of business premises

(Sketch of planned shop, office or workshop)

Business Operation and Costs

Monthly Sales Plan

All products, product range or services

Monthly Cash Flow Plan

[illegible]

Monthly Estimation of Net Profit

[illegible]

I. Total Sales													
- Operation	Total costs												
II. Total Costs													
I – II Profit (before tax)													
- Income tax	_____ %												
Net profit (after tax)													

Opening Balance
Opening Balance of My Business (Date)

Assets	Value	Liabilities	Value
Fixed Assets		Equity	
Land		Long-Term Liabilities	
Building		Mortgage	
Equipments		Loans	
Others		Others	
Total Fixed Assets		Total Long-Term Liabilities	
Current Assets		Current Liabilities	
Cash and bank		Accounts payable	
Accounts receivable		Taxes payable	
Inventory		Others payable	
Total Current		Total Current Liabilities	
Total Assets		Total Liabilities and Net Worth	