Business Plan by DSW

A. COVER PAGE

i. Business Name

ii. Business Address

iii. Name of Presenter

iv. Organisation presented to

v. Date of presentation

B. TABLE OF CONTENT

Give numbers of various key sections of your business plan

C. EXECUTIVE SUMMARY

Give brief overview of your business highlighting the key features.

What is the business about, products/services on offer, market-main customers, human resource

The organisation's structure, financial summary-projected income and assets among others.

D. STATEMENT OF PURPOSE

Outline the purpose of the business plan

E. BUSINESS DESCRIPTION

i. Business Location address

ii. Business Ownership(nature of the business)

iii. Products/Services offered

iv. Industry which the business will operate under

v. Justification of the business

vi. Short term and long term goals

vii. Entry and growth

F. MARKETING PLAN

Highlight how your plan to market your products/service i.e. how do you intend to reach your target?

i. Outline the characteristics of the potential customers

ii. Competition

- Who are the main competitors?
- What are their strengths?
- What are their weaknesses?
- How do you intend to capitalise on their weaknesses?

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iii. Market share - expected total market share

iv. Pricing strategy; outline your pricing strategy

v. Advertising and promotion; outline your pricing and promotion strategy

- Initial plan
- Long term strategy
- Distribution strategy
- Sales tactics; outline your sales tactics

G. ORGANISATION AND MANAGEMENT

i Organisation structure (draw your organisational chart)

ii. Management team

State the composition of your management team, its qualification/post, duties and responsibilities

- Other personnel (What other employees will you require?)
- Outline how you will recruit and train your staff

iii. Remuneration of staff

Highlight how you will recruit, train and develop your staff

iv. Remuneration/incentives (How will you remunerate them?)

- Salaries/wages
- Fringe benefits

v. List the support services required

vi. Licenses/permits

- Required licenses/permits
- Who will provide the licenses /permits and at what cost

H. OPERATIONAL/PROCEDURAL PLAN

Describe briefly how you will operate your business

i. Production facilities and capacity utilisation

ii, List the machines, equipment and tools required

- Describe the cost, capacity and supplier of required machines and equipment

iii. Production strategy

- Outline the materials requirement
- What is the material cost
- Outline the source

iv. Production design development

- Outline how you will design and develop your product

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- What will it cost to design and develop your products?

-Outline the estimated cost of product/service Direct Material cost + Direct labour cost + Overheads

v. Relevant regulation

- List the patents and regulations needed

- What is the cost of obtaining the patent trademarks?

- List other legal rights will seek

RISK REDUCTION STRATEGIES

i. Outline how you will analyse and reduce business risks

- Future business risks

FINANCIAL PLAN

Identify how you will obtain and use business finance

i. Pre-operational costs

a. Outline your pre-operational cost

b. What is our proposed capitalisation capital?

- Own contribution (your capital)

- Funds from borrowing sources

- Total investments

ii. Identify the working capital requirements

a) Prepare your income statement (Template A)

b) Prepare your balance sheet (Template B)

c) Prepare your projected cash flow statement (Template C)

d) Outline how you expect to finance your operations

e) Outline your initial capitalisation for existing business

f) What is your proposed capitalisation?

g) What is your break-even level?

h) How do you measure your profitability?

Source: Deutsche Stiftung Weltbefölkerung, Entrepreneurship development Training Manual

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