

**BUSINESS PLAN FORMAT**

**Entrepreneur Name:**

**Batch:**

**Company Name:**

**Location/Country:**

**Educational Qualification:**

**Working Experience:**

**Special/Additional Training:**

**I. Executive Summary:**

(Essay – 3 to 4 pages)

Detail the following components in regards to your business concept:

1. Viability of your business concept

*(relevance to the market, presence of demand in the market, achievability, and others).*

1. Efforts taken to planning your business concept
2. Capability of the management

*(relevance of their skillsets and experience level)*

1. Marketing strategy planned
2. Competitive advantages of your business
3. Financial projections and your reasoning/basis behind your forecasts.

*(accuracy, comprehensiveness, comparative figures if available)*

1. The appeal towards other lenders and investors

**II. Product & Services**

(Essay – 2 to 3 pages. Attach visual support.)

Define your product/service, demonstrating its relevance to the target market:

1. Description of the product and/or service
2. Impact on the existing market
3. Market need for your product/service (physical/emotional/financial or otherwise).

**III. Competitors Analysis**

(Essay – 3 to 4 pages. Attach visual support.)

Identify and evaluate competitors and potential threats to your business plan:

1. Description of competitors’ profiles

*(maturity level, years of existence in target market, corporate size, local vs franchise etc.)*

1. Existing distribution of market share
2. Competitive positions
3. Existing barriers to entry

*(Regulations, market saturation, high capital requirements etc.)*

1. Existing strategic opportunities

*(neglected demographic or niche, malperformance by competitors, untapped market etc.)*

**IV. Positioning**

(Essay – 2 to 3 pages. Attach visual support.)

Research and provide comparative reviews between applicable competitors and your business plan:

1. Price review of competitors and your suggested pricing
2. Quality and delivery review of competitors and your product/business
3. Reasoning and justification regarding points 1 and 2.

**V. Target Market**

(Essay – 2 to 3 pages)

Identify and define your target customers and market segments with as much detail as possible (“Everybody” is not a target market):

* Age
* Sex
* Income level
* Education level
* Demographic *(ethnic or national segments)*
* Locations *(ex. Isa Town market visitors, Riffa residents, Airport visitors)*
* Seasonal *(ex. summer tourists, Eid shoppers)*
* Other

**VI. Marketing Plan**

(Essay – 3 to 4 pages. Attach visual support.)

Elaborate your marketing plan and your suggested execution in detail:

1. Promotion: exact nature of your marketing and promotional activities.

*(message, marketing venues, address location, emotional appeal etc.)*

1. Execution: methods taken to apply the above activities.

*(content development, publishing and posting, sourcing vs. in-house etc.)*

1. Budget

*(yearly budget, reasoning, viability to your other financials)*

1. Relevance: applicability of your marketing techniques to target market.
2. Annual and long term strategy and objectives.

**VII. Operations**

(Essay – 2 to 3 pages)

Elaborate briefly on the operations of your business and point of sale (POS). This is where theories are translated into practice:

* Day-to-day functions and tasks
* Roles and responsibilities *(organizational chart, job descriptions etc.)*
* Ambitions *(operation manuals, IT automation in 1 year etc.)*
* Challenges you expect

**VIII. Financials**

### **Start-up costs for [YEAR]** (*Double-click the table to enter your details or attach your own start up costing sheet at the back of this business plan*.)



### **Breakdowns** (*Double-click the table below to enter your details or attach your own profit & loss sheet at the back of this business plan.*)

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### **Balance sheet forecast** (*Double-click the table below to enter your details or attach your own profit & loss sheet at the back of this business plan.*)



### **Profit and loss forecast** (*Double-click the table below to enter your details or attach your own profit & loss sheet at the back of this business plan.*)

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### **Expected cash flow** (*Double-click the table below to enter your details or attach your own profit & loss sheet at the back of this business plan.*)



### **Break-even analysis** (*Double-click the table below to enter your details or attach your own table.*)



**IX. Milestones & Future Plans**

(Essay - 2 to 3 pages)

Describe the necessary actions needed to take your business from where it is now to where you want it to be:

1. Ambition: desired scenario for your business
2. Challenges: what obstacles you are facing or expecting to face

*(legal considerations, operational obstacles, financial restrictions etc.)*

1. Action plan: steps/progress required to achieve your ambitions.

**X. Appendix:**

Attach supportive documents and visuals, including:

* CVs of key personnel
* Marketing material
* Key contracts, strategic relationships, and MOUs
* Visual support (photos/videos)
* Technical information