

# **BUSINESS PLAN**

**ENTER YOUR BUSINESS NAME**

*Enter your name*

**October 22, 2008**

# BUSINESS PLAN

## SECTION 1: CONTACT INFORMATION

Name:

Designation:

Organisation:

<http://>

Email Address:

Contact No:

(Office)

(Mobile)

Mailing Address:

Singapore

Describe briefly your organisation's current works:

## SECTION 2: PARTNERS INVOLVED IN SE

**Please fill in this section if project involves partner(s) external to your organisation.**

Name(s) of partner organisation(s):

Partner(s)' Website(s):

<http://>

Describe briefly the current works of the partner(s) and their role in the enterprise:

# BUSINESS PLAN

## SECTION 3: THE BUSINESS MODEL

### **Description of My Business**

What business will you be in? What will you do?. What are the enterprise's goals and objectives?

### **Targeted Market and Customers**

Describe your customer profile and why they want or need your product or service. Has a market survey been conducted to assess the level of demand?

### **Products & Services**

Describe in depth your products or services. What factors will give you competitive advantages or disadvantages (e.g. level of quality, unique or proprietary features)?

# **BUSINESS PLAN**

## **SECTION 3: THE BUSINESS MODEL**

### **Pricing Power**

What are the prices at which you plan to sell your product or service? Explain how you arrived at this pricing structure, and why it should be profitable. Explain the unique qualities or circumstances concerning your product or service that will enable you to maintain this profitable pricing.

### **Strengths & Core Competencies**

Describe your most important business strengths and core competencies. What factors will make the enterprise succeed?

### **Growth Trends In This Business**

Describe your industry. Is it a growth industry? What changes do you foresee in the industry, short term and long term? How will the enterprise be posed to take advantage of them?

# BUSINESS PLAN

## SECTION 3: THE BUSINESS MODEL

### GROWTH PLANNING

#### **Expansion Planning**

Describe your growth plans: You might include sources of financing, cash flow projection, increase in capacity/ product range, incentive compensation plan for managers, benefits package and policies, economics of scale etc.

#### **Scenario Planning**

Describe possible scenarios of adverse conditions that could affect your business (e.g. SARS, manpower crunch, new competition) and how you intend to respond to them.

Prepare a cash flow projection based on lowered expectations and show how and where you would reduce costs to maintain liquidity.

# BUSINESS PLAN

## SECTION 4: THE SOCIAL IMPACT MODEL

### Description of the Social Cause

Describe how your business will benefit society.

### Targeted Beneficiaries

Describe: Your beneficiary profile, why they need help, and how they will benefit from your social enterprise.

### Innovation

How is your social enterprise different from existing service providers or social service agencies? Can the benefits to the target beneficiary group be provided more effectively by a social service agency? Why do you think so?

# **BUSINESS PLAN**

## **SECTION 5: THE VISION AND THE PEOPLE**

What is the vision and mission of your social enterprise?

### **THE PEOPLE**

#### **Work Experience Related to My Intended Social Enterprise**

Describe your work experience in the business you plan to start including a list of your skills and knowledge, which will be required in your social enterprise.

#### **Personal Background and Education (CV)**

Describe yourself including your education.

# BUSINESS PLAN

## SECTION 5: THE VISION AND THE PEOPLE

### **Professional Consultants**

List the names of your lawyer, accountant, insurance agent and any other professionals you have or are intending to engage in respect of your social enterprise.

### **Details of Management Team**

Provide a brief description of the individuals on the management team, their work experience and area of expertise. Include any mentors or key advisors.

## PERSONNEL

Details of: Number of employees, type of labour (skilled/ unskilled/ professional), where and how you will find the right employee, pay structure and training etc.

# BUSINESS PLAN

## SECTION 5: THE VISION AND THE PEOPLE

### MANAGEMENT OF BENEFICIARIES

#### **Hiring Process**

Describe your hiring process. What is the profile of the potential employees? What is your understanding of the needs of the beneficiaries?

#### **Training & Support**

What support structures (training, counseling etc) are planned for the beneficiaries? Who would be administering the support programmes?

#### **Social Benefits**

Describe the direct benefits your enterprise brings to the needy and disadvantaged. What is the potential income of the employees?

# BUSINESS PLAN

## SECTION 6: MARKETING & SALES

### Marketing Plan

Describe your overall marketing and sales strategy including how you plan to get and retain customers. Provide details of your target market segment (e.g. size, demographics, current demand, your expected percent share of the market).

### Advertising and Promotion Plans

Describe your plans and budgets for advertising and promotions. How will you get word out to your customers?

### Location Criteria (for retail)

What qualities do you need in a location? Outline your location criteria.

- space requirements
- future requirements
- site analysis study if needed (attach)
- demographic study if needed (attach)
- estimated occupancy cost as a % of sales (e.g. rental as percentage of monthly sales)
- use approvals (e.g. from SLA, HDB).

# BUSINESS PLAN

## SECTION 6: MARKETING & SALES

### **Distribution Channels**

Describe the channels you will use to distribute your products or services.

### **The Competition**

Describe your strongest competitors and how you intend to compete.

Compare your enterprise with your two most important competitors, and state your competitive advantages and disadvantages.

# BUSINESS PLAN

## SECTION 7: E-COMMERCE (OPTIONAL)

### **E-Commerce Plans**

Describe in detail how you plan to use the Internet in marketing your product or service.

### **E-Commerce Budgeting**

Provide a detailed breakdown of the costs involved in creating, operating and maintaining your e-commerce activities.

### **E-Commerce Competition**

Do you have any competitors for your business? Describe how your best competitors utilize e-commerce and your strategy to improve on their practices.

# BUSINESS PLAN

## SECTION 8: PRODUCTION PLAN

### Production

How and where are your products or services produced? Briefly explain your quality control, customer service and product development.

### Suppliers

Identify key suppliers. Should you have more than one supplier for critical items (as backup)? Are supply costs steady or fluctuating? If fluctuating, how will you deal with changing costs?

### Location Criteria (for production)

What qualities do you need in a location? Outline your location criteria.

- space requirements
- future requirements
- site analysis study if needed (attach)
- demographic study if needed (attach)
- estimated occupancy cost as a % of sales (e.g. rental as percentage of monthly sales)
- use approvals (e.g. from SLA, HDB).

### Inventory

What kind of inventory will you keep (raw materials, supplies, finished goods)? What is the average value in stock and the rate of turnover?

# BUSINESS PLAN

## SECTION 9: COMPLIANCE WITH LEGAL AND REGULATORY REQUIREMENTS

### **Business Organization**

Explain the form of business organization you intend to use and why it is best for your business. List the name you intend to do business as and the legal entity of the social enterprise (e.g. pte ltd, co ltd by guarantee, co-operative etc).

### **Licences**

List what licenses you will require to go into business.

### **Insurance**

List the type of insurance you will require (e.g. workmen's compensation, group insurance, liability insurance etc).

# **BUSINESS PLAN**

## **SECTION 10: ACCOUNTING AND CASH FLOW**

### **Accounting**

Furnish, in a separate sheet, your starting balance sheet and projected income statements for the first 3 years.

### **Cash Flow Planning**

Provide a separate exhibit of your one year cash flow analysis including estimated sales, all costs and capital investments.

Provide a checklist of all expense items for input into your cash flow projection.

### **Analysis of Costs**

What are all of the costs: fixed, variable, product, delivery, etc.

### **Internal Controls**

Explain your: Intended internal controls and cash controls, check signing policy, strategy for controlling shrinkage and dishonesty and control of incoming merchandise (where applicable).

# **BUSINESS PLAN**

## **SECTION 10: ACCOUNTING AND CASH FLOW**

### **Credit Policies**

Do you plan to sell on credit? What terms will you offer your customers (i.e. how much credit and for how long)? Do you know what it will cost you to extend credit?

# BUSINESS PLAN

## SECTION 11: FINANCING

### Financing Strategy

Provide a chart or spreadsheet showing all of the sources of your start-up capital. Explain any other government assistance or loan guarantee programs you intend to apply for.

If your business is for use with potential lenders, include a cash flow projection and projected income statements to show sources of repayment of loans. Be conservative in your forecasts.

List your sources of referrals to lending institutions. (Your accountant, etc.)

### Funding Request

- ◆ Project the total funding required for Year 1 and the breakdown of its use.
- ◆ Indicate the amount required from CEF and contributions by applicant and/or partner(s). Contributions in kind should also be listed.

<b>i. <u>Funding to be used for the following:</u></b>	<b><u>Amount (\$\$):</u></b>
1.	
2.	
3.	
4.	
5.	
<b><u>Total Funding Required</u></b>	
<b>ii. <u>Funding requirement matched by:</u></b>	
<b>a. Amount from the CEF</b>	
<b>b. Applicant</b>	
<b>c. Partner(s):</b>	
<b>iii. <u>Contributions in kind:</u></b>	
1.	
2.	
3.	
<b>iv. For those requiring CEF support <u>beyond Year 1</u>, please project additional funding requirements:</b>	

# BUSINESS PLAN

## SECTION 12: DELIVERABLES

### Financial Performance

What are the expected financial deliverables for the next 5 years? Please provide year-by-year projections.

*(E.g. business targets, implementation of project phases, breakeven point, cashflow positive etc.)*

*Applicants are expected to fulfill and be accountable for the various deliverables and milestones they have laid out.*

### Social Benefits

What are the expected social deliverables for the next 5 years? Please provide year-by-year projections.

*(E.g. quantifiable social benefits such as number of beneficiaries employed, average income of the beneficiaries, number of beneficiaries that have undergone training, number of beneficiaries moved to open employment, etc.)*

*Applicants are expected to fulfill and be accountable for the various deliverables and milestones they have laid out.*

# **BUSINESS PLAN**

## **Appendices**

Include details and studies used in your business plan; for example

- Industry studies
- Market research studies
- Floor plans
- Maps and photos of location
- Detailed list of equipment to be purchased
- Detailed description of product or service (e.g. menu, technical specifications etc)
- Any other materials needed to support the assumptions in this plan