

**GUIDELINES TEMPLATE FOR BUSINESS PLAN**

**(For** **Window 3)**

***Your Business Logo***

**[Applicant Name]**

**[Enterprise Name]**

**[Business Address/Location]**

**[Telephone Number]**

**[Email]**

**[Project Name]**

**Window 3 – Detailed Business Plan**

**To accompany proposal form**

**draft/final**

**A proposal to the Export Readiness Fund**

**WINDOW 3**

**ERF REF #: *for ERF internal use only***

**Prepared: [*Date prepared*]**

*(Refer to Guidance Notes Applicants)*

**Executive Summary (complete last)**

Summarise the Business Plan on ONE PAGE using one paragraph to summarise each section of the Plan [i.e. Sections A, B, C, and D].

This summary should be sufficient to capture the essence of the project.

**Section A – The Applicant**

In Section A applicants are required to give information about their **current business** (scenario A and B in the Concept Note).

1. **Applicant Overview** 
   1. **Company Profile**
   2. **Company current business and experience**
   3. **Company Management Team**
   4. **Company future plans**
   5. **Details of Joint enterprise applicants**

**Section B – The New Project**

In section B applicants are required to describe the **new project** in terms of its alignment with **ESQ improvements**:

1. **Project overview** 
   1. **New project objectives**
   2. **Explanation of how project fits into the company’s strategic objectives to improve ESQ issues to increase exports or be more export ready**
   3. **Innovation arising from the project**
   4. **Product/services from new project**
   5. **Markets and customers (referenced to any market research)**
   6. **Specialist external consultancy inputs required**

1. **Project components** 
   1. **Supply Management** 
      1. Market Research
      2. Collection plan of raw material – purchase, transportation, storage
      3. Inventory plan – cycle, seasonality, usage
      4. Buying decision (why have you chosen these suppliers) – type of relationship

* 1. **Processing** 
     1. Production plan
     2. Goods/ services description
     3. HR Plan and management team
     4. Needs of human resources (labour and other resources plan)
     5. Administration and logistics plan
     6. Land and Building requirements (infrastructure)
     7. Equipment requirements (machinery)
     8. Identifying needs of fixed assets to be contributed to project
     9. Production expenses (breakdown of production units)

* 1. **Marketing plan** 
     1. General market
     2. Market approach
     3. Sales channel setting up (Wholesale and retail and other market players)
     4. Pricing strategy – based on logic and prevailing market conditions
     5. Market viability
     6. Competition analysis – key players, competitive advantage of the project

* 1. **Environment Compliance and improvements**
     1. What are potential positive impacts of your project on the environment?
     2. What are potential negative impacts of your project on the environment?
     3. What do you propose to do to mitigate potential negative impact(s)?

* 1. **Social Compliance and improvements** 
     1. What are potential positive impacts of your project on social/inclusion issues such as gender and youth?
     2. What are potential negative impacts of your project on social aspects?
     3. What do you propose to do to mitigate potentially negative impact?

* 1. **Project Implementation Plan**

**3.6.1** Project Milestones

**Section C – Money**

In Section C, applicants are required to set out the financial aspects of their project and their projections for the future business:

**4. Project budget and sources/costs of finance (the investment plan)**

* 1. **Budget for new project (eligible and ineligible)**
  2. **Financing for new project (equity, loan grant)**

**5. Projected financial model (Narration in Business Plan plus Spreadsheet Attachments)**

* 1. **Projected Cash flows (3 Years)**
  2. **Balance Sheet forecast (3 years)**
  3. **Financial ratio analysis and break-even**
  4. **Risk Analysis (Business, Financial and other risks (e.g. reputational, security, etc.))**

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Likelihood** | **Impact** | **Strategy** |
| Danger and potential impact on your business | Highly unlikely, unlikely, likely, highly likely | High medium, low | Actions to mitigate or minimize risk |
|  |  |  |  |
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**Section D – Impact**

In Section D applicants are required to describe the resulting benefits from your project in terms of effects on your existing/new enterprise, the market, and outside the enterprise.

**6.1 Effect on your enterprise**

**6.1.1** Impact on new jobs

**6.1.2** New export markets / increase in sales **(local and export sales)**

**6.2 Effect on the market, sector or value chain**

**6.2.1** Impact on the Market

**6.2.2** Serious constraints on market development

**6.3 Wider Impacts**

**6.3.1** Producers and Suppliers

**6.3.2** The workers outside of your enterprise

**6.3.3** The consumers of your product

**When completed, email your Business Plan to** [**info@erf-bd.com**](mailto:info@erf-bd.com) **or deliver HARD COPIES of the Business Plan (ONLY) to the ERF Office.**