

Presentation

- ✓ Paper size A4
- ✓ Font / font size Times New Roman, 14
- ✓ Number of pages 50 pages
(excluding executive summary, annexes and other attachments)
- ✓ Packaging Ringbinded
- ✓ Plan must be submitted in seven (7) copies

Content

I. Executive Summary (1 to 2-page)

- A. Type of Business
 - 1. Nature
 - 2. Name
 - 3. Product/Services
- B. Management, Marketing & Financial Highlights
- C. Socio-Economic Contributions

II. Marketing Plan

- A. Product/Service to Sell
- B. Target Market
 - 1. Area Coverage
 - 2. Consumer/Customer
- C. Demand and Supply Analysis
 - 1. Total Potential Demand
 - 2. Present Supplier/Competition
- D. Projected Sales
 - 1. Per Month
 - 2. In Volume and in Pesos
- E. Marketing Program/Strategies
 - 1. Practices of Competitors
 - 2. Own Marketing Program/Strategies
- F. Marketing/Selling Expenses

III. Production/Operation Plan

- A. Technical/Production Description
- B. Production/Operations Process
 - 1. Step by Step Procedure
 - 2. Duration per Step per Batch
 - 3. Labor and Machine Requirement per Step
- C. Production Schedule
 - Monthly Schedule

Production/Operation Plan (**continuation**)

- D. Labor Requirement
- E. Machinery/Equipment Requirement
- F. Raw Materials Requirement
- G. Plant/Factory Location
- H. Plant Layout
- I. Waste Disposal System
- J. Quality Control System
- K. Production Cost
 - 1. Total Production per Year
 - 2. Production Cost per Unit

IV. Organizational Plan

- A. Legal Form of Business
- B. Organizational Structure
- C. Qualifications of Officers
- D. Office Equipment
- E. Gantt Chart of Activities
 - Charting activities against time
- F. Administrative Expenses

V. Financial Plan

- A. Total Project Cost
- B. Sources of Financing
- C. Projected Financial Statement
 - 1. Projected Cash Flow Statement
 - 2. Projected Income Statement
 - 3. Projected Balance Sheet
- D. Profitability Ratios
 - 1. ROI
 - 2. Payback Period
 - 3. Net Income: Sales ratio
 - 4. Break-even Point
- E. List of Assumptions Used
- F. Schedules (below are examples)
 - 1. Projected Sales
 - 2. Projected Sales Volume
 - 3. Fixed Capital Investment (including depreciation of equipment and machinery)
 - 4. Projected Cost of Production/Operations
 - 5. Projected Cost of Goods Sold
 - 6. Schedule of Materials Purchases
 - 7. Projected Administrative and Selling Expenses
 - etc.