## Macro Business Plan

### **Business**

This section gives a general overview about your business such as name, business location, business age and products offered.

|  |  |
| --- | --- |
| Business Name: |  |
| Business Location: |  |
| Established Since (No. of Years): |  |
| What products do you sell? |  |

### **Market**

This section includes market analysis and marketing plan for your business. The market analysis helps you segment your customers – who they are (characteristics, geographic locations, demographic, likes and preferences etc) and what do they buy from you. The marketing plan helps you to reach to your customers and motivate them to buy from you.

|  |  |
| --- | --- |
| Who are your customers? |  |
| How will you attract more customers? |  |

### **Finance**

This section includes your household budget, business cash flow and business revenue details. You need to balance your household and business budgets and further, plan to increase your business income.

* 1. Household Budget

|  |  |
| --- | --- |
| Sources of Income | Amount (In Rs.) |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| 1. Total Income of the Family (Per Month) |  |

|  |  |
| --- | --- |
| List of Expenses | Amount (In Rs.) |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| 1. Total Expenses of the Family (Per Month) |  |
| 1. Surplus/Deficit Amount (A-B) |  |

* 1. Business Revenue Details

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | 2015-2016 | 2016-2017 | 2017-2018 | 2018-2019 |
| Capital |  |  |  |  |
| Sales |  |  |  |  |
| Net Profit |  |  |  |  |

### Previous Financial Assistance Details

|  |  |  |
| --- | --- | --- |
| Have you taken any financial assistance previously? | * Yes * No | Type:   * Qardan Hasana * Enaayat |
| Purpose: |
| Amount: |
| If Qardan Hasana then is the repayment complete? If No, then mention pending amount. |  | |
| Details of any other debt? |  | |

### **SWOT Analysis**

(Conduct SWOT analysis considering your products, competitors, market, shop location, HR, skillset, experience, assets etc.)

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |

### **Future**

|  |  |
| --- | --- |
| How do you plan to grow your business? |  |
| Action Plan:  (What is your action plan to achieve the above growth?) |  |