

Outline Business Plan

1. **Cover Page.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

Reference No: _____

Date: _____

Start-Up Business Plan
FAST NU, Name of Campus

Company Business Name
Name of Principal Applicant
Date of Submission

2. **Declaration by the Principal Applicant.** It shall be on a separate page as under:

*I, (Name) hereby declare that the information provided in this business plan of our company
(legal name of company) is true and correct to the best of my knowledge.*

Signature: _____
(Principal Applicant)

Date: _____

3. **Table of Contents.** The table of contents page(s) shall be given Roman numbering.
4. **Body of the Written Entry.** The body of the written entry starts with Section I, i.e. Executive Summary. The first page of the body to be numbered “1”. Page numbers continue through the bibliography (required) and the annex (optional).

I. Executive Summary

Keep it to one page, do not forget to include the Mission Statement.

II. Company Description

Remember to write on the “third person”. Must include:

- (1) Legal name and Legal Form of business entity
- (2) Mission Statement and Objectives
- (3) History behind the idea or current business
- (4) Product/Service Description (features and benefits)
- (5) Intellectual Property Description
- (6) Location and Geographical Information
- (7) Company’s Development stage
- (8) Current financial position
- (9) Achievements to date

III. Industry Analysis and Trends

- (1) Description of the industry
- (2) Industry current size (# of firms, employment, aggregate sales)
- (3) Growth potential
- (4) Factors that affect the industry including:
 - (a) seasonality,
 - (b) technological and regulatory challenges
 - (c) Supply and Distribution Characteristics

- (5) Trends
- (6) Barriers to entry

IV. Target Market Analysis

- (1) Target Market Size
- (2) Target Market Trends
- (3) Demographics
- (4) Psychographics
- (5) Purchasing Patterns

V. Competitive Position

- (1) Market Share and Distribution
- (2) Barriers to Entry
- (3) Potential / Future Competitive Challenges

VI. Strategic Position & Risk Assessment

- (1) Company Strengths
- (2) Market/Industry Opportunities
- (3) Risks Assessment/ Risk Evaluation
- (4) Definition of Strategic Position
- (5) SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

VII. Marketing Plan and Sales Strategy

- (1) Company Marketing Strategy
- (2) Marketing Vehicles
- (3) Strategic Partnerships
- (4) Marketing Tactics and How They Create Sales
- (5) Sales Force & Structure
- (6) Sales Assumptions

VIII. Operations

- (1) Development Plan
- (2) Equipment and Technology
- (3) Variable Labour Requirement
- (4) Inventory Management
- (5) Supply and Distribution
- (6) Order Fulfilment and Customer Service
- (7) Research and Development
- (8) Capacity Utilization
- (9) Quality Plan
- (10) Safety, Health, and Environmental Concerns
- (11) Operational Concerns

IX. Management with Roles

- (1) Principals/Key Employees inclusive of
 - (a) Title
 - (b) Primary Responsibilities
 - (c) Background, Relevant Work Experience and Expertise
 - (d) Education
- (2) Organizational Chart

- (3) Board of Directors/Advisors
- (4) Consultants/Specialists
- (5) Management to Be Added
- (6) Management Style/Corporate Culture

X. Development, Milestones & Exit Plan

- (1) Past and Future Milestones
- (2) Long-Term Company Goals
- (3) Growth Strategy
- (4) Exit Plan

XI. The Financials

Sketch a high-level financial plan that defines your financial model and pricing assumptions. This plan should include:

- (1) Start Up Cost
- (2) Classify your risks. (calculate future forecast figures)
- (3) Identify your potential expenses and capital requirements
- (4) Create your financial statements - cash flow, income and balance sheet
- (5) Break-Even Analysis
- (6) Proposed Sources & likely funding avenues (seed funding, angel investors, etc.)

XII. Appendix

- (1) Company logo, advertising plan, flyers, brochures
- (2) Letter(s) of Intent from prospective customers
- (3) Resume(s) of Key Team Members
- (4) Market Research Results
- (5) Quotes or estimates
- (6) Supplier information
- (7) Key Contracts / MoUs with industry
- (8) Letters of Endorsements
- (9) Legal Documentation pertinent to the business
- (10) Intellectual Property – Patents, Copyrights, Trademarks

NOTE:

Business Plan outline template has been provided as a reference only. The applicants are encouraged to follow any template for 'Business Plan' preparation as they feel comfortable.