

Standard Business Plan For Governmental Services

Executive Summary

Name of Service.

Contact address.

Tel.

E-mail:

Type of Service.

Brief description of the Service idea.

Users.

Number of jobs to be created.

Start-up capital:

Investment

Working capital

Total

Source of capital:

University

Faculty

Total

Business Idea and Market

Description of the service idea:

(e.g. identified needs, who are the Service Users, type of services to satisfy the needs, how to reach the Service Users)

Description of the market:

(e.g. geographical area, town, type of Service Users, size of total market, description of competitors)

Vision

What are our hopes and dreams?

What problem are we solving?

Who and what are we inspiring to change?

Mission

What do we do?

Whom do we serve?

How do we serve them?

Analysis Of Current Situation

<u>Strengths</u>	<u>weaknesses</u>
-BIS Program -Creative Thinking for BIS Students -MIS Staff	-

Standards of success

	Before	After
Saving Time		
Rationalization Standards(accuracy)		

Achieving Surplus		
Satisfying the needs of Service Users		
Procedures of obtaining the Service		

Service Users Segmentation

Dividing Service Users into groups based on common characteristics so we can market to each group effectively and appropriately.

Marketing Plan (4 Ps)

Product (Service)

Detailed description of the service.

Price

How much are Service Users willing to pay?

Competitors' price. (Other Universities)

My price. (or it is free service)

Place

Location of the business.

Description of the planned location for the business.

Promotion

Start-up promotion.

Description of the planned actions to inform Service Users about the opening of the new Service (e.g. printed information, brochures, posters, newspaper articles, radio advertisements, opening ceremony, etc. Also make inquiries about the costs for the different types of promotion)

Legal Form

The legal form of our university:

Start-up Capital

Estimation of start-up capital Amount

INVESTMENT:

Equipment

Miscellaneous

Total Investment

WORKING CAPITAL:

_____months of staff costs

_____months of operational costs

Total working capital

TOTAL START-UP CAPITAL

Sources of Start-up Capital

University

Faculty

Organization and Staff

Organization of the business:

Staff requirements:

Position Tasks, Responsibilities and Qualifications

Planned organization chart

Staff costs:

Salary per month

Social security

Qualitative Characteristics of useful information

(Output of the Project):

Fundamental characteristics:

- 1-Relevance.
- 2-Faithful Representation.

Enhancing characteristics:

- 1-Comparability
- 2-Verifiability
- 3-Understandability
- 4-Timeliness

Questions related to business value should assess the following factors for each application

- **Effectiveness** - the extent to which an application is a solution for the goal agencies are trying to achieve;
- **Mission criticality** - the degree to which an application is critical in supporting and executing the agencies' mission;
- **Utilization** - usage data for the application. Inventory tools can help agencies measure usage without relying solely on requirement information provided by an application owner;
- **Complexity** - the customization, unique features and functions enabled by the application. Applications with greater complexity typically require unique skills to develop and maintain, satisfy more technically difficult requirements, or pull from multiple data sources; and
- **Usability** - how easy it is for the user or customer to operate or learn.

Questions related to technical fit should assess the following factors for each application

- **Technical requirements** - what levels of storage, bandwidth, data, maintenance, and support are needed to make an application run;
- **Software and hardware version control** - how often is an application updated and how much marginal effort does each update require from administrators and users;
- **Dependencies and interoperability** - to what degree do other applications or systems depend on this application to run, and what disruptions in other applications would affect it;
- **Scalability and adaptability** - can an application be scaled to onboard new users and can it be augmented to fit the needs of new user groups; and
- **Security standards** - is an application vulnerable to security attacks and does it fit into agency risk tolerance models.