

COMPANY LTD

logo

Business Plan

In support of an application for a loan
.....Sourcing equity finance

Version 1.0
..... 2007

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This business plan is a dynamic document and subject to change. The reader should be clear they are reading the latest version.

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Version Control

Version	Author	Date	Change
VI.0			Start
VI.1			Review structure
VI.2			Final



Executive Summary

- Company profile
- Company objectives
- Product and services offered
- Market and routes to market
- Strategic plan summary
- Key Performance indicators
- Management
- Resource requirements

Business model

- Economic model of inputs and outputs
- Key inputs and outputs
- Company resources
- Controls and performance measures
- Summary of assumptions

Market analysis

- Market size and trends
- Competition
- Estimated market share and sales
- On-going market evaluation
- Customer segmentation
- Reference to research

Marketing

- Market strategy
- Product/Service policy
- Pricing
- Promotion, Marketing & Sales tactics
- Geography, Distribution channels
- People
- Process



Operations

Existing products/services, uses and applications
Development plans
Procurement
Product improvement and new products
Operational costs
Quality objectives
Production standards
Innovation and technology
Current and future technical capabilities
Monitoring external technology and process changes
Specifications for new systems and buildings
Location plans

People

Assessment of the quality of people at all levels
Projection of skills needed
Opportunities for development of existing staff
Recruitment of new employees
Incentive schemes
External consultants
Organisation chart
Structure of accountability
Methods of communication
Planning procedure

Financials

Forecast balance sheets -summary
Forecast profit and loss accounts - summary
Forecast cash flow - summary
Listing of financial assumptions - summary
Sensitivity of financial results to risks
Amount of financing required short-medium-long term
Proposed method of financing
Proposed cost of financing
Proposed use of funds
Company structure
Information and accounting systems systems
Security procedures
Information for management
Controlling liquidity
Controlling profitability

Risk

Market risk

Country risk

Industry risk

Uncertainties

Mitigation of risks and uncertainties

Outline of contingency plans, decision points



Appendix

Curriculum Vitae of directors and key managers

Portfolio of project work, products and services

Brochure/portfolio

Financials:

Current year monthly balance sheet, 3 year quarterly summary

Current year monthly profit and loss, 3 year quarterly summary

Current year monthly cash flow, 3 year quarterly summary

Detailed financial assumptions

Detailed calculation of returns

Summary of financials for contingency plans

