

A primary aim of any business plan is to set out the **strategy** and action plan for the business for the next one to three years.

It explains your objectives and how you will achieve them. Once written the plan is a benchmark for the performance of the business.

The act of writing the plan helps you crystallize and focus ideas, and identify your priorities.

Please: **Keep the plan short.**
 Base your business plan on reality or it may be counter-productive.
 Make the plan professional.

Business Plan Format

1 Front Cover

Make this as lively and attractive as possible. Remember to include your.

- Business name/Limited Liability,
- Trade mark (if any).
- Telephone, fax number, e-mail address and website if you have one.
- You could include your logo or an eye-catching picture of one of your products services. The period plan covers

2 Contents

It is important to have your business plan clearly laid out in sections and a contents page with headings and page numbers which will guide the reader quickly to a particular topic.

3 Executive Summary

Although found at the front of your business plan, it's the last section to be written and quite literary a summary of your business plan. Even if the reader has not read the full business plan, the executive summary should convey all about the business plan and who you are.

4 Background Information

At this point, you do the following:

- Your Mission and Vision.
- Promoters profiling like who is involved where you are based what up day.
- You give details of the history of the business and the type of business, where it is located, or expected to be located.
- How the business started and has developed or how you intend to start and develop if you are a new business.
- Key achievements the business has made (for those already in business should be added to the above). Significant milestones, relevant partners

5 Service/Products

- Give more information on your service/product.
- Here you can show pictures, graphic showing growth rate, diagrams you can make mention of brochure and leaflets that will be attached as appendix

6 SWOT and PESTLE analysis of Business

- SWOT means Strength, Weaknesses, Opportunity and Threats
- PESTLE means Political, Economic, Social, Technological, Legal and Environmental factors that affect your business. You should list them according. They are factors beyond your control i.e. external factors but it is still important to list them all e.g. inadequate power supply.

7 Management and Personnel planning

- Describe the legal structure for enterprise. You also need to explain the internal management structures.

- Describe the staff role and any skills, experience and qualifications, which will be necessary.
- Address of any skill gaps by including a training plan.
- Organogram showing management arrangement.

8 Marketing Plan

This is a crucial part of any business plan. You will need to answer some of the following questions.

- I. **Marketing Research:**
 - Who are your customers
 - Need and preference of your customers
 - Service/product to offer
 - Competitors
- II. **Marketing Plan(Price)**
 - Cost of product
 - How much customer are willing to pay
 - Competitors price
 - How much do you sell
 - Reason for setting your price
 - Discount will be given to the following customer (if any)
 - Credit will be given to the following customers
- III. **Marketing plan (Place)**
 - Location
 - Describe the planned location of the business
 - This location is chosen for the following reason
 - Is it convenient for you and your customers
 - Do you have competitors around your business location?
 - Method of distribution
 - The business will sell to:(individuals, Wholesalers, Retailers, Others specify
 - This way of distribution is chosen for the following reason
 - Cost of paying for the place.
- IV. **Marketing Plan (Service/product)**
 - Quality
 - Product variety
 - Packaging
 - Cost of production or delivering this service
- V. **Marketing plan(Promotion)**
How will you get the word to customers?
 - Type of advertisement word of mouth public relations, sales promotion etc
 - Why
 - Details
 - Price(cost to do the advert)
 - Graphic image: Logo design, cards, letterhead
- VI. **Target Market**
The target market of your business plan must clearly identify the current and prospective buyers of your company's products and services. The goal is to define your customer base as specially as possible. You will be selling primarily to (private sector, Wholesalers, Retailers, and Governments etc)

9 Operational Plans

- How is the product/service be delivered
- How will the customer receive the service/product?
- What days and time are involved any peak and low operational period
- What equipments do you use or need to use as the case may be
- What consumable materials are needed e.g. paper, soap, fertilizer, fuel, etc

- The resources you needed it covers staff, premises, facilities, and all necessary equipments.
- Describe how the business will develop by illustrating your short, medium and long time goal,
- Milestone

10 Regulations

- Taxes apply to the business
- Regulations apply to the employees.
- The business will need the following license and permits
- The business will have the following Insurance

11 Financial Plan

This is the vital part of your business plan and often the section, which is referred to before anything else! By completing the other sections of the business plan you should have already arrived at most of your costings, these can now be illustrated through budgets for year one and two and a two year cash flow forecast.

- Sources of start up (Owners equity, Loan if any, others)
- Net worth for existing business.
- Value of working equipments(Wages, fuel, Telephone, depreciation)
- Capital equipments
- Advertisements/promotion
- Utilities (Fuel, telephone, water, waste disposal, Nepa etc)
- Cash flow
- Book keeping.

It is also important to include details of the financial systems you will use, particularly the controls on those systems. Who will sign cheques? What information will be used to make financial decisions in the business? What safeguards will you establish to account for and monitor income and expenditure?

12 Exit Plan

With time people may be interested in your business as it is growing. It is always good to think ahead of what happens to the business in tens years or twenty years time. Like Venture Capital or Angel Investors may want to buy share and want to know what will happen to the business. Here are some possible exit strategies to consider...

- Merger/Acquisition
- Buyout by partner in business
- Franchise your business
- Hand down the business to another family member
- Going out of business sale

13 Appendices

You can include here any documents that are too detailed or bulky to go in the main body of the text. These could include some of the following:

- Brochures,
- Leaflets,
- Photographs,
- Diagrams,
- Maps,
- Market research information,
- Questionnaires,
- Surveys,
- References,
- Other supporting materials relevant to social enterprise,
- Curriculum vitae
- Bank statement