

## **BUSINESS PLAN FORMAT**

- Prepare a Business Plan between 5-10 pages in Time New Roman 12 font size, Titles 14 font size.
- Don't give any confidential information.
- The suggestive format is given below, could be customized according to your requirement.

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## **I. EXECUTIVE SUMMARY**

1. Give an overview of your plan. Provide a snapshot of your business in less than 2 pages.
2. Define your product and explain briefly how your product / technology or service solves market / industry or social problems.
3. Summarize the objectives and plan of execution.

## **II. BUSINESS DESCRIPTION**

1. This section should include the purpose of establishment of your business (vision)
2. Long term (goals) and short term objectives.
3. Describe the novelty and uniqueness of your product/service or technology and its stage of development.
4. Development schedule and timeline.

## **III. BUSINESS ENVIRONMENT**

1. Describe your Industry (Eg. Food, Automobile, Softwear...) with its growth and future.
2. Give an outline of your target market / market segment / target customers / profile of your clients to understand the market potential, mention the major competitors.
3. Market trend with facts.

## **IV. DESCRIPTION OF THE PRODUCT / SERVICE / TECHNOLOGY**

1. Describe your product / service / technology if applicable give picture.
2. How is it different from existing product or competitor's product.
3. Benefit of the proposed product or service.
4. If it is tested or certified mention the details.

## **V ORGANIZATION AND MANAGEMENT**

1. Prepare an organizational chart with team members.
2. Number of Human Resource requirement at various levels.
3. Specify if it requires any special license or permit / IPR or certification.

## **VI MARKETING AND SALES STRATEGY**

1. Identify your market and describe the same.
2. Proposed Channel of distribution and sales strategies (such as sales promotion methods, pricing...)

## **VII FINANCIAL MANAGEMENT / BUSINESS RESOURCES**

1. Estimate of your startup costs.
2. Specify your financial contribution and the expectation from other sources (venture capitalist/ angel funds / bank loan...funding agencies)
3. Infrastructure/ equipments/ human resource requirement and its budget.
4. Projected Balance Sheet for 3 year with profit and loss statement.
5. Cash flow statements.

## **VIII APPENDIX**

1. List of equipments needed
2. Testing facilities and infrastructure requirements or valuation.
3. Supportive articles / documents or data set.

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