

CONTENTS OF A BUSINESS PLAN

Cover page with the title of the project, the name of the person who wants to start the business (company founder) and the date of the business plan's creation.

1. Company founder

- CV (marital status, qualifications, competencies, et.). Maximum 2 pages
- Financial statement

2. Project (executive summary) 2 pages maximum

- Objectives / justification for the project
- Location of the project
- Legal structure
- Functioning
- Total cost of project
- Personal investment
- Investment requested
- Annual sales figures
- Future revenue stream
- Profit
- Number of jobs created

3. Market analysis (include figures)

- Product
- Demand (clients)
- Offer (competitors: strength and weaknesses)
- Potential market
- Market share
- Marketing strategy (the 4 Ps covering product, place, price, and promotion)
- Market perspectives

4. Technical study

- Location
- Real estate
- Overhaul works
- Construction
- Collocation / lay-out, adjustments, installations
- Equipment (machines, transport material, furniture, etc.)
- Production process
- Staff
- Raw material
- Technical assistance
- Planning of the implementation
- Costs

5. Economic and financial planning / Financing plan

- Earnings during operation of project
- Expenses during operation of project
- Investment expenses
- Financing plan
- Provisional operating statement / trading account
- Statement of account at start-up
- Return on investment (ratio)

a) Total project cost

- Costs of establishment
- Investment in tangible assets
- Working capital requirements

b) Project financing

- Personal investment:
 - Contribution in cash
 - Contribution in kind
- External investment:
 - Family
 - Banks
 - Etc.

6. Conclusion

- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) of the project idea