**BUSINESS PLAN TEMPLATE**

**MICRO BUSINESS**

**EXECUTIVE SUMMARY**

Brief Description of the Project

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Entrepreneurs Brief Profile *(Brief background of yourself – Name, Age, How your learned your skill, business experience)*

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Project Contribution to the Economy *(Please explain the benefits of your project)*

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**MARKETING PLAN**

Product \ Service Description *(Briefly describe what your product or service)*

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Comparison with Competitors Product *(Describe how your product is different from others and how is your product better than others)*

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Location *(Briefly explain where will you intend to set up your shop or sell your products/service)*

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Main Customers *(Briefly explain who are the people you want to sell your products or service to? Adults or Children, Mainly women or mainly men, Certain Age group, etc)*

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Selling Price *(Explain what your proposed selling price is and how you came to that price)*

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sales Forecast *(Explain how much do you expect to earn in one week, one month and one year)*

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Promotional Measures *(Explain how you will advertise your business or let people know about your business, e.g radio, newspapers, facebook, etc)*

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**PRODUCTION \ TRADING PLAN**

Production *(Explain your production process and the costs)*

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Fixed Capital *(Explain what equipment or machines you will need to be able to make your product or provide your service.*

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Raw Materials *(Explain where you will get your raw materials from)*

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Labour \ New Employment *(Explain whether you will hire additional people to help you)*

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Overhead Expenses *(Explain other expenses you will have to pay for, rent, wages, FNPF, repair and maintenance, electricity, water, internet, etc)*

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**FINANCIAL PLAN**

1. **CASH FLOW STATEMENT**

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|  |
|  |  |  |  |  |
| **Particulars** | **Pre - Operating** | **Period 1** | **Period 2** | **Period 3** |
| **Cash Inflow** |   |   |   |   |
| Equity |  |   |   |   |
| Loan |  |   |   |   |
| Sales |   |   |   |  |
| **Total Cash Inflow** |  |  |  |  |
|   |   |   |   |   |
| **Cash Flow** |   |   |   |   |
| Pre-operating Expenses |   |   |   |   |
| Purchase of Fixed Assets |   |   |   |   |
| Direct Labour |  |   |   |   |
| Direct Materials |   |  |   |   |
| Cash Overhead Cost |  |  |  |  |
| Marketing Expenses |  |  |  |  |
| Administrative Expenses |  |  |  |  |
| Interest Expense |  |  |  |  |
| Loan Repayment |  |  |  |  |
| Tax |  |  |  |  |
| **Total Cash Outflow** |  |  |  |  |
|   |  |  |  |  |
| **Net Cashflow** |  |  |  |  |
| **Cash Balance, Beginning** |  |  |  |  |
| **Cash Balance, Ending** |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

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| --- |
| **PROFIT AND LOSS STATEMENT** |
|  |  |  |  |
| **Particulars** | **Period 1** | **Period 2** | **Period 3** |
| **Sales** |  |  |  |
| Less : Cost of Goods Sold (COGS) |  |  |  |
|   |  |  |  |
| Direct Labour |  |  |  |
| Direct Materials |  |  |  |
| Overhead Cost |  |  |  |
| **Total Cost of Goods Sold** |  |  |  |
|
| **Gross Profit** |  |  |  |
|   |  |  |  |
| Less : Operating Expenses: |  |  |  |
| \* Marketing Expenses |  |  |  |
| \* Administrative Expenses |  |  |  |
| \* Pre - operating Expenses |  |  |  |
| Total Operating and Pre-Operating Expenses |  |  |  |
|
|   |  |  |  |
| **Operating Profit** |  |  |  |
|   |  |  |  |
| Less : Interest Expenses |  |  |  |
|   |  |  |  |
| **Profit Before Tax** |  |  |  |
| Less : Tax % |  |  |  |
|   |  |  |  |
| NET PROFIT |  |  |  |
|  |  |  |  |

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| --- |
| **BALANCE SHEET** |
|  |  |  |  |  |
| **Particulars** | **Pre - Operating** | **Period 1** | **Period 2** | **Period 3** |
| **ASSETS** |   |   |   |   |
| **Current Assets** |  |  |  |  |
| Cash |  |  |  |  |
|   |  |  |  |  |
|   |  |  |  |  |
| **Fixed Assets** |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|   |  |  |  |  |
| **Other Assets** |  |  |  |  |
| Pre-operating Expenses |  |  |  |  |
|   |  |  |  |  |
| **TOTAL ASSETS** |  |  |  |  |
|   |  |  |  |  |
| **LIABILITIES AND OWNER'S EQUITY** |  |  |  |  |
|  |  |  |  |
| **Current Liabilities** |  |  |  |  |
| Current Portion of the Loan |  |  |  |  |
| Accounts Payable |  |  |  |  |
| Other Current Liabilities |  |  |  |  |
|   |  |  |  |  |
| **Long Term Liabilities** |  |  |  |  |
| Loan Balance |  |  |  |  |
|   |  |  |  |  |
| **TOTAL LIABILITIES** |  |  |  |  |
|   |  |  |  |  |
| **OWNER'S EQUITY** |  |  |  |  |
| Equity Beginning |  |  |  |  |
| Add Retained Earnings |  |  |  |  |
| Equity Ending |  |  |  |  |
| **Total Owner's Equity** |  |  |  |  |
|   |  |  |  |  |
| **TOTAL LIABILITIES AND OWNER'S EQUITY** |  |  |  |  |
|
|  |  |  |  |  |