

COMPANY NAME

NAME AND TITLE



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### Executive Summary

#### Business Description

Describe briefly the history of your company and what you do.

#### The Opportunity

Describe briefly the problem that your business solves and outline how your company adds value.

#### The Solution

Provide a brief overview and description of your products and services, emphasise the distinguishing features. These features are what make you unique and make you stand out from competitors.

#### The Market

Describe the market you will be competing in, how large it is, and how much market share you are looking to capture.

#### Competition

Identify the indirect and direct competitors, with analysis of their pricing and promotional strategies, as well as an assessment of their competitive advantage.

**MAIN COMPETITORS.**

|  |  |  |  |
| --- | --- | --- | --- |
| NAME  | SALES  | MARKET SHARE | NATURE/TYPE |
|  |  |  |  |
|  |  |  |  |

#### Capital Requirements

Set out the capital needed to start or expand your business. State how much money has already been invested in the business to date and a break down of what it is being used for.

|  |  |  |
| --- | --- | --- |
| SOURCES  | AMOUNT  | PERCENTAGE |
| Owners Contribution |  |  |
| Term Loan |  |  |
| New Equity Financing |  |  |
| Other  |  |  |
| Total |  |  |

**Use of funds.**

|  |  |  |
| --- | --- | --- |
| CATEGORY | AMOUNT  | PERCENTAGE |
| Sales and Marketing  |  |  |
| Capital Expenditure  |  |  |
| G and A Expenses  |  |  |
| Other  |  |  |
| Total  |  |  |

### Situation Analysis

#### Our Company

Write a brief history of the company: describe the business, the owners, how long you have been operating. Explain where you are in your business cycle, the location of your company. Also, write a motivation as to why lenders and investors would be interested in getting involved in your business.

#### Product/Service

Describe the service/product you are selling; the benefits of your product over your competition; tell where you compete (local, national, etc.)

|  |  |  |
| --- | --- | --- |
| Product / Service Name | Description  | Price  |
|  |  |  |
|  |  |  |

### Marketing Goals and Objectives

#### Our Goal

List your short, medium and long term goals, along with ways of measuring them.

#### Objectives

Outline the objectives you want to reach. We suggest you use the **S.M.A.R.T** acronym to be sure they are feasible:

* Specific
* Measurable
* Agree,
* Realistic,
* Time-Based

|  |  |  |
| --- | --- | --- |
| Goal / Objective  | Description  | Due Date |
|  |  |  |
|  |  |  |

### Industry and Market Analysis

#### The Industry

Describe the current situation in your industry in terms of growth, the size, the level of competition; trends and drivers; PESTLE etc. Be concise, then fill the chart below.

|  |  |
| --- | --- |
| **Factor** | **Description** |
| Political |  |
| Economical |  |
| Social |  |
| Technological |  |
| Environmental |  |

#### The Market

Describe your market in terms of you and your relative strength and position compared to competitors.

#### SWOT Analysis

Conduct a S.W.O.T (Strength, Weakness, Opportunity, Threat analysis to identify the strengths and weaknesses of your business as well as the opportunities and threats that are out there.

#### Competitors Analysis

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Competitor 1** | **Competitor 1** | **Competitor 3** |
| Location |  |  |  |
| Time in business |  |  |  |
| Target market |  |  |  |
| Uniqueness Factor |  |  |  |
| SWOT |  |  |  |
| Website |  |  |  |

### Target Customers

#### Our Customers

Who your target customers and how do they behave?

Describe them: their age, gender, education, income level, social status, location, etc.

Describe their lifestyle, activities, values, interests or opinions?

What are their needs, buying patterns and motivations for buying?

Why would they buy your product/services over others?

### The Brand

#### Unique Sales Proposition (USP)

Write your U.S.P (Unique Selling Proposition). Your USP must articulate a differentiating factor between you and your competition.

#### Market Need To Serve

Identify the gap that your products or services fill for your customers.

#### Our Edge

What gives your service/product an edge?

#### Why We Stand Out

What makes your business stand out or are distinct from your competitors?

### Strategies and Tactics

#### Strategies and Activities

What kind of strategies will help you to position yourself;?

Describe the marketing activities that you plan to do to sell your product /service?

How are they different from your competitors and how will you encourage customers to choose your business over them?.

#### Products / Services

What is the name? Explain the benefits and special features you offer; the size, colour, etc. How will the customer use it? Where will the client use it? What is the name? How is it branded? Quality? Policy return? What is your long-term strategy?

#### Price

What is the price compared with your competitors? Is the customer price sensitive?

#### Place

Where can your clients find your service or product? How can you access the different distribution channels? What is the difference between your distribution strategy and your competitors?

#### Promotion

How will you reach your audience? Both above-the-line or below-the-line?

Is there a better time to promote? Is it seasonal? Do you know what your competitors are doing to promote their produce/service? How does it influence your choice of promotional activities?

### Implementation

#### What is going to be done?

In what way will you use your operations team to add value for customers in your target market.

#### How it is going to be done?

Describe what systems you will put in place internally. What you will purchase (make vs buy)?

#### Who is going to do it?

How will your company operate on a daily/monthly/yearly basis?

#### When is it going to be done?

Describe locations of production, sales, storage areas, and buildings. Explain lease or ownership details. Complete the chart below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity** | **Start Date** | **End Date** | **Project Owner** | **Status** |
| **Product design & development** |  |  |  |  |
| **Sales & marketing** |  |  |  |  |
| **Distributors** |  |  |  |  |
| **Resources to acquire** |  |  |  |  |

#### The Budget

How much you expect to spend this year? Explain how the money will be spent.

### Financial Projection

#### Financial assumptions

State the major assumptions of your projection; the expenses that you will incur and the forecast for the next 5 years of your sales.

#### Market shares projections

State the market share you will hope to attain. How do you plan to reach that level? In which time frame?

#### Financial projections for the next 5 years

**Balance Sheet Summary**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Assets** |  |  |  |  |  |
| **Liabilities** |  |  |  |  |  |
| **Equity** |  |  |  |  |  |

**Income Statement Summary.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Revenue** |  |  |  |  |  |
| Cost of Goods Sold |  |  |  |  |  |
| **Gross Profit** |  |  |  |  |  |
|  Operating Costs |  |  |  |  |  |
|  Finance & Admin |  |  |  |  |  |
|  Sales & Marketing |  |  |  |  |  |
| **Total Expenses** |  |  |  |  |  |
| Income Before Tax |  |  |  |  |  |
| Less: Income Tax |  |  |  |  |  |
| **Net Income** |  |  |  |  |  |

### Evaluation and Monitoring

#### Evaluation of the sales

Explain your funding request. It should include thee amount needed, the structure of the deal, interest, collateral, anticipated return, ownership willing to give, etc. Sell the advantages of your proposal to the investor.

#### Evaluation of the plan

Clearly, state the capital needed to start or expand your business. Describe why you need the funds and how parties will benefit from the opportunity.

#### Lesson and adjustments

What have you learnt? What must be improved? What correctives action will be done? In which time frame?