

# **Business Plan**

# **Template**

## Section 1: Details of the Entrepreneur/s

### Business Member 1:

1.1.1 Full Name: \_\_\_\_\_

1.1.2 Permanent Address: \_\_\_\_\_

1.1.3 District: \_\_\_\_\_

1.1.4 DS Division: \_\_\_\_\_

1.1.5 NIC number (If available): \_\_\_\_\_

1.1.9 Date of birth: \_\_\_\_\_

1.1.10 Gender: \_\_\_\_\_

1.1.11 Contact numbers: \_\_\_\_\_/\_\_\_\_\_

### Business Member 2 (If applicable):

1.2.1 Full Name: \_\_\_\_\_

1.2.2 Permanent Address: \_\_\_\_\_

1.2.3 District: \_\_\_\_\_

1.2.4 DS Division: \_\_\_\_\_

1.2.5 NIC number (If available): \_\_\_\_\_

1.2.9 Date of birth: \_\_\_\_\_

1.2.10 Gender: \_\_\_\_\_

1.2.11 Contact numbers: \_\_\_\_\_/\_\_\_\_\_

### Business Member 3 (If applicable):

1.3.1 Full Name: \_\_\_\_\_

1.3.2 Permanent Address: \_\_\_\_\_

1.3.3 District: \_\_\_\_\_

1.3.4 DS Division: \_\_\_\_\_

1.3.5 NIC number (If available): \_\_\_\_\_

1.3.9 Date of birth: \_\_\_\_\_

1.3.10 Gender: \_\_\_\_\_

1.3.11 Contact numbers: \_\_\_\_\_/\_\_\_\_\_

**Business Member 4 (If applicable):**

1.4.1 Full Name: \_\_\_\_\_

1.4.2 Permanent Address: \_\_\_\_\_

1.4.3 District: \_\_\_\_\_

1.4.4 DS Division: \_\_\_\_\_

1.4.5 NIC number (If available): \_\_\_\_\_

1.4.9 Date of birth: \_\_\_\_\_

1.4.10 Gender: \_\_\_\_\_

1.4.11 Contact numbers: \_\_\_\_\_/\_\_\_\_\_

1.5 How did you form the team? How do the team members know each other? (Only applicable for the group)

*e.g. School friends, work colleagues, etc.*

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1.6 What is the role of each member of the team? (Only applicable for groups)

*e.g. member one is the group leader who manages overall operations (CEO), member 2 handles the finances (CFO) as well as Marketing (CMO), and Member 3 is in charge of operations (COO). One person can have more than one role.*

<b>Business Member</b>	<b>Name</b>	<b>Role of the Member</b>
Member 01		
Member 02		
Member 03		
Member 04		

1.12 What are your main reasons for selecting this business:

*Kindly explain economic/personal/social reasons e.g. increase family income, become financially independent, use the skills and experience they have, use the existing resources productively, become a role model for this field, become an innovator and develop own identity, or any other reasons.)*

**Section 2: General Information**

2.1 Sector of the business activity (agriculture/livestock/fisheries/ICT/manufacturing/service):

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2.2 Nature of business activity:

2.3 Name of the business: \_\_\_\_\_

2.4 Business Registration no. (if available): \_\_\_\_\_

2.5 Business address (if different from home address): \_\_\_\_\_

### Section 3: HR / Production Plan

3.1 How many people will you engage to work in this business and who are they?

<b>Role in the business</b> <i>e.g. labor, salesperson, etc.</i>	<b>Type of engagement</b> <i>e.g. full-time, part-time, etc.</i>	<b>Relationship to the participant</b> <i>e.g. partner, child, father/mother-in-law, etc.</i>	<b>Compensation per month (in LKR)</b>
<b>Example: Owner</b>	<b>Full-time</b>	<b>Self</b>	<b>10,000</b>

3.2 Resources needed to establish and operate the business for the first year *e.g. raw materials, machinery and equipment, human resources, skills, etc.*

<b>Total Capital</b>	<b>Existing (LKR)</b>	<b>Planned (LKR)</b>		<b>Total</b>
	<b>Owner</b>	<b>Owner</b>	<b>Loan/Grant</b>	
Fixed Capital				
Machinery, Tools, and Equipment				
Building				
Vehicles				
Fittings & Furniture				
Software, Webhosting, Domain, etc.				
Other				
<b>Total of the Fixed Capitals</b>				
Working Capital				
Raw materials				
Stocks				

Cash in Bank				
Cash in Hand				
Other				
<b>Total of the Working Capitals</b>				
<b>In total</b>				

### 3.3 Costs to operate the business for one month:

Type of expense	Fixed/ Variable cost	Quantity needed	Unit cost	Total cost (in LKR)
<b>Raw materials</b> <i>(total cost of units required to operate the business for one month)</i>				
Subtotal				
<b>Labor</b> <i>(total labor costs e.g. salary, wages required to operate the business for one month)</i>				
Subtotal				
<b>Utilities</b> <i>(e.g. electricity, phone, mobile, data, water, etc.)</i>				
Subtotal				
<b>Packaging and marketing</b> <i>(total packaging and marketing costs to operate the business for one month)</i>				
Subtotal				
<b>Transport</b> <i>(total transportation costs to operate the business for one month, including transport costs in purchasing materials for production, transport final products to markets, etc.)</i>				
<b>Equipment &amp; Machinery depreciation</b> <i>(rate per month)</i>				

Subtotal				
<b>Other</b> (e.g. rental or lease payment, insurance, loan interest, bank charges, fees, etc.)				
Subtotal				
Total fixed costs				
Total variable costs				
Total monthly costs				

Notes:

- Fixed costs can be divided equally across all products and total Gross profit to calculate total Net Profit.
- Fixed cost examples: land, buildings, machinery, equipment, furniture, vehicles, livestock, etc.
- Variable cost examples: salaries/wages of workers (must include participant and with other workers such as family members if applicable), raw material, fees, etc.

## Section 4: Marketing Plan

### 4.1 Who will be your customer?

<b>Product / Service</b>	<b>Customer</b> <i>e.g. public, school students, wholesale seller, retail shop, butcher, etc.</i>	<b>Where will you reach these customers?</b> <i>e.g. local market, wholesaler's shop, outside school premises, etc.</i>
Product/Service:		
Product/Service:		
Product/Service:		
Product/Service:		
Product/Service:		
Product/Service:		

### 4.2 What steps do you plan to take to make your product(s)/service(s) more attractive than your competitors and reach customers?

4.3 Product / Service Price:

Type of product/service	Production cost per unit	Competitor Prices	My Price

**Section 5: Financial Plan**

5.1 Profit projection:

Total fixed costs <i>(see 3.3)</i>	
Total variable costs <i>(see 3.3)</i>	
Total monthly costs <i>(see 3.3)</i>	
[For products] Total units produced per month	
[For services] Total customers served per month	
Per unit cost  $\text{Per Unit Cost} = \frac{(\text{Fixed cost} + \text{Variable cost})}{\text{Number of units}}$	
Total sales per month	
Profit per month projected	

5.2 Source of funds:

Source <i>(e.g. program grant, loan, personal savings, etc.)</i>	Date of investment	Amount (in LKR)



6. S-W-O-T Review:

<b>Areas</b>	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Overall Business Outlook</b>				
<b>Market</b>				
<b>Process and Technology</b>				
<b>Management (Staffing, quality....etc),</b>				
<b>Finance</b>				

**7. What are your plans for business start/ business sustainability in the next five years?**

Target	Required Resources	How will you achieve them

**8.** Please attach copies of any certifications, recognitions, awards, or any other related to your skills/business ownership, etc..