

Business Plan

Template

Section 1: The Entrepreneur/s

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: _____

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: _____

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: _____

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 What motivated you to come up with the business idea? (*economic/personal/social reasons*)

e.g. increase family income, become financially independent, use the skills and experience you have, use the existing resources productively, become a role model for this field, become an innovator and develop own identity, or any other reasons.

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

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

1.7 What is the role of each member in 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), member 3 is in charge of operations (COO). One person can have more than one role.

Section 2: The Idea

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

2.2 Nature of business activity (A short description of the business idea):

2.3 Name of the business: _____

2.4 Business Registration no. (if available): _____

2.5 Business address: _____

Section 3: Assessing the Idea

3.1 Market Research

3.1.1 Describe the size of the market you are targeting. How many potential customers are there?

e.g. If you are starting a homemade cookie business in your town, estimate how many people live there and how many might be interested in buying cookies.

Section 4: Implementing the Idea

4.1 Goals for the Business

4.1.1 Where do you see your business in 1 year, 3 years, and 10 years?

e.g. In 1 year: Establish a local customer base. In 3 years: Open a second store. In 10 years: Become a well-known brand regionally.

In 1 year: _____

In 3 years: _____

In 10 years: _____

4.2 Value Proposition

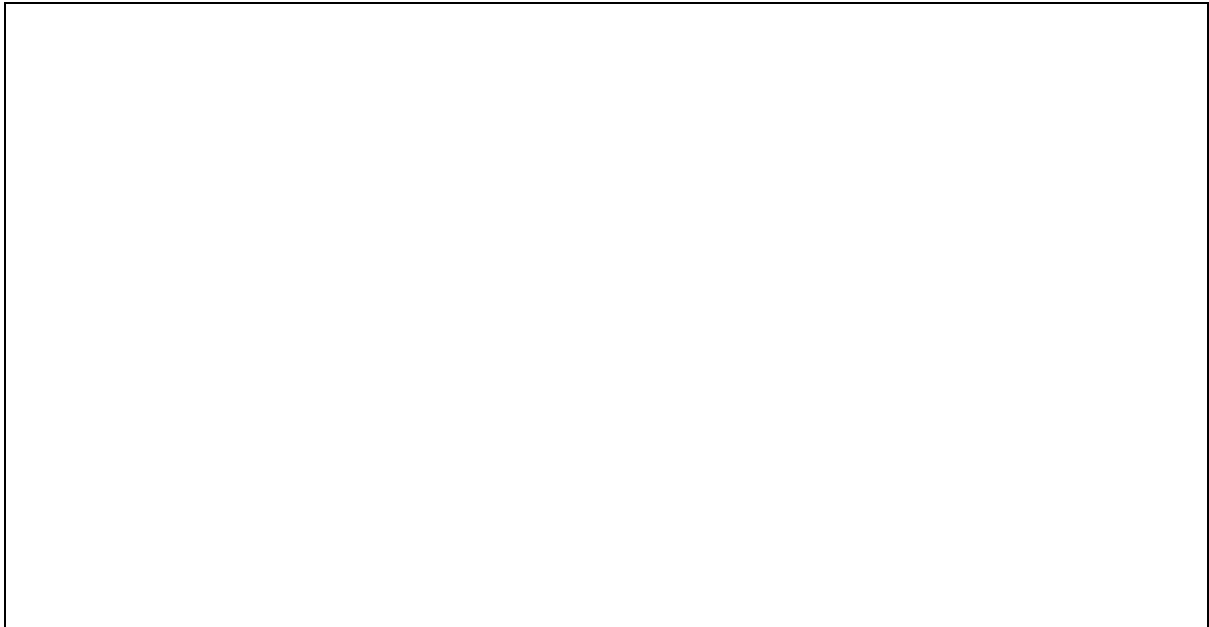
4.2.1 What makes your product or service unique?

e.g. Our cookies are made with locally sourced, organic ingredients, and have unique flavors not available elsewhere.

4.3 Key Activities

4.3.1 What are the key activities your business must perform to be successful?

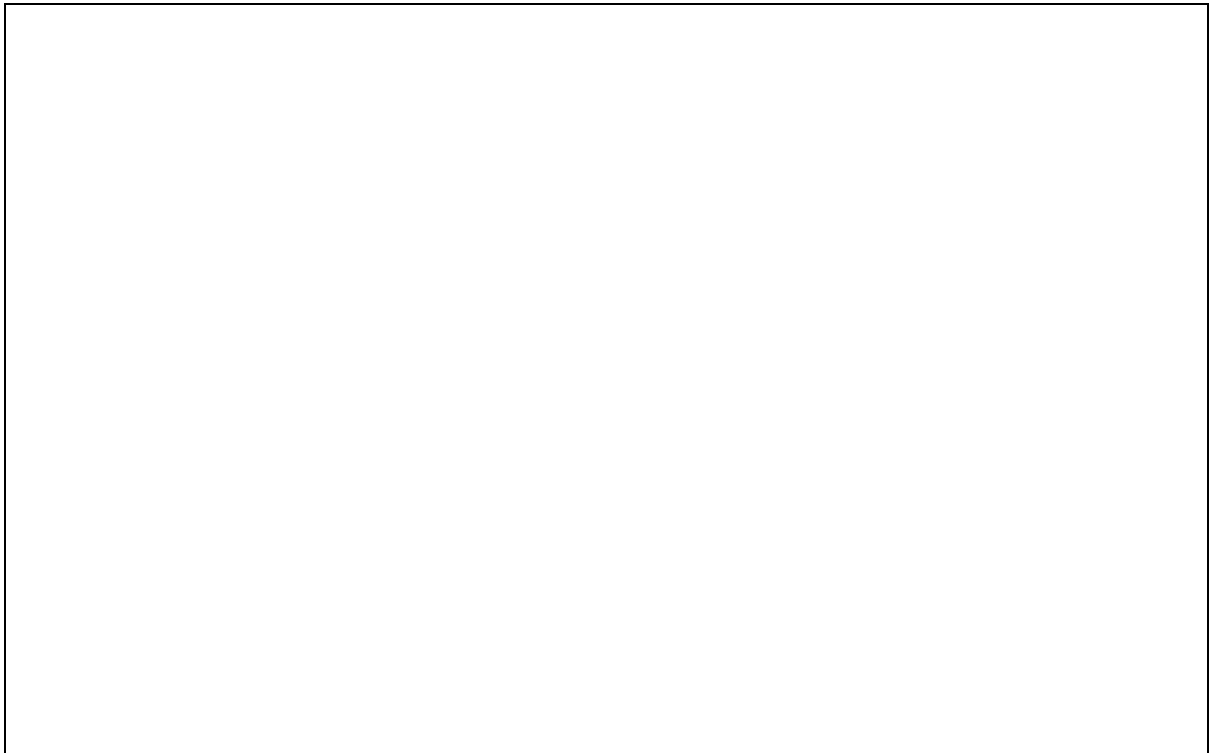
e.g. For a bakery: Baking fresh cookies daily, marketing on social media, and managing inventory.



4.4 Finances

4.4.1 Identify the main costs involved in running your business.

e.g. For a bakery: rent, salaries, ingredients, packaging, and utility bills.



4.4.2 Describe the ways your business will generate revenue.

e.g. For a bakery: Revenue from in-store sales, online orders, catering services for events, and seasonal special products.

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4.5 Customer Segments

4.5.1 Who are your target customers?

e.g. Target customers are young professionals (ages 20-35) who value convenience and quality in their food choices.

Geographic	Psychographic	Behavioural
Continent	Social Class	Likes/interests
Country	Lifestyle	Dislikes
Region	Values	Loyalty
District	Personality	Spending pattern
City	Social media presence	Usage

Demographic	
B2C (Business to Customer)	B2B (Business to Business)
Age Gender	Industry No. of employees
Income	Financials
Ethnicity/Culture/Religion	Business Model
Language	Product format (packing/pack size)
Occupation	Business size (small/medium/large)

4.6 Customer Relationships

4.6.1 How do you plan to interact with your customers from their first encounter with your business to ongoing relationships?

e.g. Start with social media engagement, follow up with email newsletters, and provide loyalty programs for repeat customers.

4.7 Channels

4.7.2 What channels will you use to market and sell your product or service?

e.g. Marketing through Instagram and local food blogs; sales through an online store and a physical shop.

