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|  |
| Writing a Business Plan |
|  |
| Guidelines |
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|  |

**2010**

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# SUMMARY

Your summary should be concise and positive. It should motivate interest in your business and should contain the following information:

* A description of the service or product you intend to provide
* Why you believe your business will work
* Why you believe you should get financing
* Your short, medium and long-term business goals and objectives

Your goals should be realistic and achievable.

The impressions in the summary are often lasting impressions, so make your motivation interesting and positive. It is your way of selling your ideas, yourself, your business and your products to others.

# PERSONAL DETAILS

### Name of the business:

### Type of business:

### Name(s) of the owners(s):

### Address:

### Telephone number:

### Date presented:

### Educational qualifications:

### Work experience:

### Completed vocational training courses:

### Licenses #:

### Membership of Professional or Organised Bodies:

# PROPOSED BUSINESS VENTURE

### A description of the service or product you intend to provide:

### Short-term business goals:

### Long-term business goals:

### Inventory of your vehicle(s), machinery and equipment:

# PROPOSED COMPANY PROFILE

### Proposed Type of Business Ownership:

### Proposed Location of Business:

### Proposed Number of Permanent Employees:

### Proposed Number of Casual Employees:

### Proposed Management & Administrative Structure:

### Who is the management (director(s)) of the company? Is that the same person as the owner of the company?

### Who is responsible for what?

### Who is doing the bookkeeping?

### Who is going to pay the employees?

# MARKETING PLAN

### Give the names of organisations and companies you are going to offer your services and products to:

### What are the ways you are finding tenders?

### Names of persons or companies you are buying your materials and equipment from:

### Explain if you are buying all your supplies in big amounts (bulk; to get discounts) from one supplier:

### Explain if you are buying different materials at different companies:

### Explain when and how you pay for your supplies:

### Explain how you make the name of your company known to your clients:

# SWOT Analysis

In your SWOT-analysis you are first going to analyse your company. First you write down the strengths and weaknesses of your company. After that you are going to write down the opportunities and threats for your company.

### Strengths

### Weaknesses

### Opportunities

### Threats

# Financial Plan

*In order to make a detailed and accurate Financial Plan, we advise you to do a relevant financial course.*

### Income Statement

|  |  |  |  |
| --- | --- | --- | --- |
| **Income**   * Income 1 * Income 2 * Income 3 | $  $  $ | **Expenses**   * Expense 1 * Expense 2 * Expense 3 * Expense 4 | $  $  $  $ |
| Total Income | $ | Total Expenses | $ |

### Output: Profits or Losses:

### Cash Flow projection for a project

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Activity | Expenses | Income | Cash Flow |
|  |  | $ | $ | $ |
|  |  | $ | $ | $ |
|  |  | $ | $ | $ |
|  |  | $ | $ | $ |
|  |  | $ | $ | $ |
|  |  | $ | $ | $ |
|  |  | $ | $ | $ |
|  | Total | $ | $ | $ |



### Output:



### Balance Sheet

|  |  |
| --- | --- |
| **Assets**  *Long-Term*        *Short-term* | **Liabilities**  *Long -term*  *Short-term* |
| **Total Assets** | **Total liabilities** |

### Security Available: