

Business Plan Proposal

Presented To

Presented By

This business plan proposal was prepared by ...

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Acknowledgments

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Executive Summary

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Company/NGO Vision

For example: Our vision is to be a major driving force in the development of the Egyptian economy through flourishing small and medium enterprises.

Company/NGO Mission Statement

Why Project x?

The presence of the following trends and needs supports the creation of Project x:

- On a generic level:
 - On a tactical operational level¹,

Project x Vision

Project x Mission Statement

X is an Egyptian youth bag production project that aims at creating awareness in the Egyptian society about the importance of SMEs in sustainable community development through setting a successful business model that mobilizes youth craftsmanship in favor of a product needed by the Egyptian market.

¹ More details to follow as we move on in the plan. Refer to the Operations section as well as the SWOT analysis section.

Project x Unique Selling Proposition (USP)

For Example: Project (X) USP realizes a double benefit for our customers. The target market will afford **buying prestigious items** and at the same time experience the self-satisfaction of aiding in community development. The DANA team will **set an example** for Egyptian youth in starting a project and **succeeding in it, knowing that the revenues will be channeled for financing similar projects.** This pattern was not a common practice before.

Project x Legal Body/Framework

Based on expert opinion regarding tax alleviation, x will be a small enterprise under AYB NGO registered in the ministry for social affairs. This will enable X to work more freely as well as be exempted from taxes. As a result, X operations and activities will be supervised and audited by the ministry of social affairs. All incoming revenues from the project are hence channeled in expansion of the project itself, as stated by the law.

Project x Phase I Operational Plan

Scope of Operations:

UPSTREAM OPERATIONS

Production cycle:

Sizes:

Prototype Production:

Production Flow:

Quality Control

DOWNSTREAM OPERATIONS:

Distribution Channel Management:

Contingency Plan/Scenario (1)

Contingency Plan/Scenario (2)

HR Plan

Organization Structure (Sample for e.g.):

DIAGRAM HERE...

Comment of diagram can be for example:

The intention of having an almost flat organizational structure is to facilitate the flow of information, minimizing costs, as well as eliminating externalities in the first stages of operations. As the organization develops in the years to come, the structure will evolve to encompass the growth triggered.

Once project x takes on new areas of businesses, the structure will evolve to include SBUs (Strategic Business Units) through which the various divisions will be managed.

Information flow:

HR Activities:

A plan will be devised to fulfill the following HR activities:

- Trainings needed.
- Motivational procedures.
- Firing/hiring policies.
- Job descriptions including task breakdown and accountability.
- Conditions to be a volunteer (including working hours).

Subcontracting:

Marketing Plan

Brand Name Rationale and Value Proposition:

Situation Analysis:

- **Idea brief:**

Competitive analysis

- **Direct competition:**
- **Indirect competition:**
- **Competitors' advertising in terms of spending and themes:**

Strengths and weaknesses of the competition:

- **Strengths of the competition:**
- **Weaknesses of the competition:**

Project x SWOT

Strengths <ul style="list-style-type: none">•	Weaknesses <ul style="list-style-type: none">•
Opportunities <ul style="list-style-type: none">•	Threats <ul style="list-style-type: none">•

Brand Positioning

- **Positioning statement:**

Unique Selling Proposition: USP

The Marketing Communication Programs

- **Advertising:**
- **Packaging:**
- **Public Relations – Phase II:**
- **Website Banners – Phase II:**
- **Point of Sale:**
- **Other Marketing Elements:**

Financial Plan

(To be assessed and completed before (DATE....) God
Willing)

Financial assumptions:

Cost calculation:

Operation cost break down:

Variable Cost	Number of Items	TVC per year
Number of Subcontractors		
Wage/piece		
Material Costs		
Running Costs		
Marketing Cost/unit		
Design Cost/unit		
Total Variable Cost		

Fixed Cost	per month	Initial Investment	per year
Hired ppl??? Depends on Organization Chart – Refer to HR Plan.			
Total			
Grand F.C. Total			

Which items will be donated/in kind?

Marketing cost break down (to be divided by the estimated number of units to reach the marketing cost/unit plugged in the previous table):

Marketing cost	# of tool	cost per tool	frequency	Total
SMS				
Outdoor				
Website banners	In KIND?			
Flyers				
Banners for the A & B class residential areas				
Branding signs for the shops				
Posters for different residential areas???				
Brochure				
Total				

Price calculations:

VC per item	
FC per item	
Total Cost	
Estimated price per sellable items	
Margin percentage	

Key Performance Indicators

KPIs	For the 6 months period
GMROI	
GMROS	
GMROL	

GMROI: Gross Margin Return on Investment

GMROS: Gross Margin Return on Sales

GMROL: Gross Margin Return on Labor

KPI:

- **Phase I:**
- **Phase II:**

Expansion Horizon

Phase I

Phase II

Phase III

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Bibliography

Additional Bibliography

Appendix

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