

BUSINESS PLAN

On

(Name of Project/s)

By

(Name of Organization)

Date Prepared

1.0 PROJECT PROPONENT

- 1.1 Project Proponent
 - 1.1.1 Name of organization
 - 1.1.2 Type of Organization
 - 1.1.3 Business/Office Address
 - 1.1.4 Name of BODs
 - 1.1.5 Name of Officers
 - 1.1.6 Contact Person/Number
 - 1.1.7 Number of members
 - 1.1.8 Number of ARB members
 - 1.1.9 Other information

2.0 PROJECT BACKGROUND

- 2.1 Title of Project/s/Business
 - 2.1.1 Project 1
 - 2.1.2 Project 2
- 2.2 Objectives
- 2.3 Description of Project/s
 - 2.3.1 Description of Project 1
 - 2.3.2 Description of Project 2
- 2.4 Location of Project/s
 - 2.4.1 Location of Project 1
 - 2.4.2 Location of Project 2
- 2.5 Other information

3.0 MARKETING FEASIBILITY

- 3.1 Market Description
 - *State the general description of your market, its size and composition, geographical location's, population, age group, etc.*
- 3.2 Demand-Supply Analysis *(if data are available)*

Year (1)	Volume			Percent Unserviced (4)/(2) x 100%
	Demand (D) (2)	Supply (S) (3)	D-S Gap (4)	
Project 1				
1				
2				
3				
4				
5				
Project 2				
1				
2				
3				

4				
5				

- Write the supply and demand situation of your market
- Present a Sensitivity Analysis of the projected supply/demand values of your project.

3.3 Marketing Strategy (per project)

- State pricing, promotion, product/s, distribution outlets
- State national and local government marketing policies/programs that could affect and assist you in the marketing of your product/s
- State quality standards, market timing and scheduling, product-mix strategies

3.4 List of Buyers/Clients/Market (per project)

- State name of buyers, address and contact numbers

3.5 List of Suppliers (per project)

- State name of buyers, address, contact numbers and volume requirement

3.6 Sales Projections (quantity and pricing)

Particulars	Unit Price	Quantity to be Sold	Daily Sales	Monthly Sales	Yearly Sales
Project 1					
Project 2					
Total					

3.7 Other information

4.0 TECHNICAL ASPECT (if applicable only) (per project)

- 4.1 Product/Service Description
- 4.2 Production Input and Process
- 4.3 Business Location and Size
- 4.4 Sketch of Business Site
- 4.5 Time and Days of Operation
- 4.6 Building and Facilities
- 4.7 Raw Materials/Equipment/Machineries Requirement (per project)

Particulars	Quantity Needed	Unit Cost	Total Cost
Total			

4.8 Total Production Cost (*per project*)

Particulars	Monthly Cost	Yearly Cost
Total		

4.9 Other information

5.0 MANAGEMENT

5.1 Management Style

- *State and define your management style and expertise*
- *State organizational policies*
- *State trainings, seminars and staff development programs*
- *Enumerate facilities, equipment and machineries you will need*

5.2 Personnel

- *State here your proposed number of personnel*
- *Present your proposed organizational chart*
- *State personnel's job requirements, specifications, responsibilities and function*

5.3 System and Procedures

- *State work process flow*
- *Prepare manual of systems and procedures with internal controls*
- *State how to install and implement the systems and procedures*

5.4 Other information

4.0 FINANCIAL ASPECT (*can be consolidated if more than 1 project*)

1. Total Project Cost / Financing Requirement (Project Cost Sharing 80 : 20, depending on the policy) (Attach Farm Plan and Budget, if applicable)
2. State Form of Equity
3. State Source/s of Equity
4. State Other Source/s of Income (if any)
5. Financial Projections (Income Statement/Cash Flow/ Balance Sheet)
6. Financial Indicators
7. Other information