

## TABLE OF CONTENTS

### **PAT I**

1.10 Excusive Summary	-	-	-	-	-	-	1
1.11. Name of Business	-	-	-	-	-	-	1
1.12. Legal form of Business	-	-	-	-	-	-	1
1.13 Contact Address	-	-	-	-	-	-	1
1.14.Tel	-	-	-	-	-	-	1
1.15. Types of Business	--	-	-	-	-	-	1
1.16 Concise Description of the Business Idea	-	-	-	-	-	-	1
1.17 Number of Jobs to be Created	-	-	-	-	-	-	2
1.19 Source of capital	-	-	-	-	-	-	2
1.110 Profitability	-	-	-	-	-	--	2

### **PART II**

2.10 General Introduction	-	-	-	-	-	-	3
2.11 Background-	-	-	-	-	-	-	3
2.11 Vision Statement	-	-	-	-	-	-	3
2.12. Mission Statement-	-	-	-	-	-	-	3
2.13. The Company	-	-	-	-	-	-	4
2.14 Products or Services Offered	-	-	-	-	-	-	4
1.15 Legal form and Ownership of the Enterprise	-	-	-	-	-	-	4
1.16. Location of the Business	-	-	-	-	-	-	5
2.18 Industry Trend and Analysis	-	-	-	-	-	-	5
1.19 Business strategy	-	-	-	-	-	-	5
2.20 Key Success Factors-	-	-	-	-	-	-	5

### **PARTS III**

3.10 Nature, location, size, and attribute analysis:	-	-	-	-	-	-	6
3.11 Sales and market share analysis:	-	-	-	-	-	-	6

3.12 Key competitors and competitive advantage: - - -	7
3.13 SWOT Analysis - - - - -	7
4.10 Marketing Plan - - - - -	8
4.11 Market segmentations- - - - -	8
4.13 Description of the edge of product or product range of service. - - - - -	9
4. 15 marketing plan Price- - - - -	10
4.16 marketing mix implementation tools: - - - - -	10
4.17 Channel of Distribution - - - - -	11
4.17 Channel of Distribution- - - - -	11
4.18 Alliances: - - - - -	12
<b>PART IV</b>	
<b>TECHNICAL ANALYSIS</b>	
5.00 Production Plan: - - - - -	13
5.11 The Project: - - - - -	13
5.12 Production Process: - - - - -	13
5.13 The Production flow Chart - - - - -	14
5.14 Machinery, Equipment and other Equipments - - - - -	15
5.15 Technology: - - - - -	15
6.10 Management and Organization Structure - - - - -	16
6.11 shareholders/ directors: - - - - -	16
6.12 Management team - - - - -	17
6. 13. Organizational structure: show the hierarchy in the management using of organizational - - - - -	17
6. 14 the personnel plan (staffing and salary structure) - - - - -	17
6.15 External Support (out sourcing): - - - - -	18

6.16 Organization's Values and Norms: - - - - 18

## **PART V**

7. 10 Legal, Regulatory, Social, and Environmental Issues - 19

7.11 Legal Issues: - - - - - 19

7.12 Regulatory and Environment Issues - - - - 19

## **PART VI**

8.12 Sales Plan - - - - - 21

8.13 Cost plan - - - - - 22

8.14 Imported raw materials & Other Inputs (at Full Capacity) - 24

8.15 General cost of administration - - - - 26

8.16 Preliminary and Operating Expense

(For New Projects Only) - - - - - 27

8.17 Working Capital Projection

(To Cover the Gestation Period) - - - - - 27

8.18 start up capital needed- - - - - 28

8.19 Financing Plan - - - - - 28

8.20 Loan repayment and interest payment schedule - - 29

8.21 Schedule of Depreciation -- - - - 29

8.22 final accounts projection - - - - - 29

8.23 Estimate of Profit and loss account for the first 3 years - 30

## **PART VII**

10.10 Risk Contingent analysis-- - - - 31

## **PART VIII**

11.10 Other considerations and Conclusion -- - - 32

11.11 Economic justification - - - - - 32

11.12 Commercial viability - - - - - 32

11.13 Conclusion and Recommendations - - - - 32