

# **Business Plan Proposal**

Presented To

Presented By

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*This business plan proposal was prepared by ...*

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## Acknowledgments

This project was made possible through the help of several people, whom we would like to sincerely thank for their help with time & resources. We would like to specifically thank:

- ....
- ....
- ....

for their amazing support, transparency and sharing of information.

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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 level<sup>1</sup>,

### 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.

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<sup>1</sup> 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

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

## 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:**

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

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

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):**

<b>Marketing cost</b>	<b># of tool</b>	<b>cost per tool</b>	<b>frequency</b>	<b>Total</b>
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				
<b>Total</b>				

**Price calculations:**

VC per item	
FC per item	
<b>Total Cost</b>	
<b>Estimated price per sellable items</b>	
<b>Margin percentage</b>	

# Key Performance Indicators

<b>KPIs</b>	<b>For the 6 months period</b>
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:**

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## Expansion Horizon

Phase I

Phase II

Phase III

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## Bibliography

### Additional Bibliography

### Appendix

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