SIMPLIFIED BUSINESS PLAN MODEL

Note: Applicable for loans under 100,000 USD

**1. Executive summary**

The executive summary should include:

* The name and address of the company.
* The owner(s) names.
* Mission statement of the business.
* Brief description of the business to be conducted.
* Legal form of the business.
* Product(s) and/or service(s) to be offered.
* Purchase terms, if buying an existing business.
* Requested loan amount and how the loan will be repaid.
* How the loan amount will be spent (broken down into broad categories).
* Amount and form of owner(s) equity (owner's investment in the business).
* Expected outcome of business operations.

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**2. Business description**

* + - * 1. *Project Relevance.*

How is the project relevant to addressing international and national priorities and priorities of the BIF

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* 1. *Project objectives and activities*

Explain the objectives of your business, the location. Provide details of the activities to be implemented.

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**3. Environmental, Social and Governance.**

1. ***Environmental and Social Impacts***

The project developers should:

* Demonstrate to what extent the project has identified risks and mitigation measures related to the environmental and social impacts of project implementation and operations.
* Explain how the project is observant of the Environmental and Social Management Framework (ESMF), the Process Framework (PF) and the ensuing safeguards instruments to mitigate E&S potential negative impacts (Environment and Social Management Plan (ESMP) or a Livelihood Restoration Plan (LRP)).
* The ESMP must also cover how the project proposes policies or plans to address health, safety and well-being of employees of the project and in its supply chain (e.g. fishing boat crew)?

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1. ***Sustainable Investment Principles***

The project developers should:

* Explain how the project has addressed principles for sustainable investment, namely: ‘Principles for Investment in Sustainable Wild-caught Fisheries’, and/or ‘Sustainable Blue Economy Finance Principles’

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**4. Market Analysis and Marketing strategy**

1. *Provide details on your target market*

|  |  |
| --- | --- |
| **Type of Customer** | **% of Business** |
| Processing Plant/Cooperative |  |
| Retail Consumer |  |
| Restaurant and Grocery  |  |
| Organizations |  |
| Other… |  |
| **Total**  | **100%** |

1. *Explain your marketing and distribution strategy*

|  |
| --- |
|  |

**5. Organization and Management**

1. *New personnel hiring and pay schedule*

|  |  |  |  |
| --- | --- | --- | --- |
| Job Title | Qualifications | Salary (RS) | Hiring Date |
|  |  |  |  |
|  |  |  |  |

1. *Monthly cost for employee salaries and wages*

|  |  |  |
| --- | --- | --- |
| Job Title | Hours/Week | Monthly Wages |
|  |  |  |
|  |  |  |
| **Total monthly wages** |  |  |

**6. Equipment and Investments**

Provide a description of the necessary equipment and investment for your business (vehicles, land, construction, etc)

|  |  |  |
| --- | --- | --- |
| Item | Source | Costs  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **Total Establishment Costs**  |  |  |

**7. Projections of Sales and Expenses (Year 1 only)**

Twelve Months Projected Sales and Expenses

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | January | February | March | …… | **Total** |
| **Sales** |  |  |  |  |  |
| **Cost of Sales** |  |  |  |  |  |
| Purchase |  |  |  |  |  |
| Wastage |  |  |  |  |  |
| **Gross Profit** |  |  |  |  |  |
| **Overhead Expenses** |  |  |  |  |  |
| Accounting fees |  |  |  |  |  |
| Advertising |  |  |  |  |  |
| Fees, licenses & taxes |  |  |  |  |  |
| Insurance |  |  |  |  |  |
| Loan interest |  |  |  |  |  |
| Office supplies |  |  |  |  |  |
| Promotion/marketing |  |  |  |  |  |
| Rent |  |  |  |  |  |
| Repairs & maintenance |  |  |  |  |  |
| Telephone |  |  |  |  |  |
| Utilities |  |  |  |  |  |
| Wages |  |  |  |  |  |
| …. |  |  |  |  |  |
| **Profit/(loss)** |  |  |  |  |  |
| **Accumulated** |  |  |  |  |  |

**8. Projections of Sales and Expenses (5 Years)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| **Sales** |  |  |  |  |  |
| **Cost of Sales** |  |  |  |  |  |
| Purchase |  |  |  |  |  |
| Wastage |  |  |  |  |  |
| **Gross Profit** |  |  |  |  |  |
| **Overhead Expenses** |  |  |  |  |  |
| Accounting fees |  |  |  |  |  |
| Advertising |  |  |  |  |  |
| Fees, licenses & taxes |  |  |  |  |  |
| Insurance |  |  |  |  |  |
| Loan interest |  |  |  |  |  |
| Office supplies |  |  |  |  |  |
| Promotion/marketing |  |  |  |  |  |
| Rent |  |  |  |  |  |
| Repairs & maintenance |  |  |  |  |  |
| Telephone |  |  |  |  |  |
| Utilities |  |  |  |  |  |
| Wages |  |  |  |  |  |
| …. |  |  |  |  |  |
| **Profit/(loss)** |  |  |  |  |  |
| **Accumulated** |  |  |  |  |  |

**9. Financing Plan**

Provide details of the project financing requirements, source of funds, …

|  |  |  |
| --- | --- | --- |
|  | Total (RS) | % |
| **FUNDS REQUIRED** |  |  |
| Proposed Project |  |  |
|  Capital expenditures |  |  |
|  Operating expenditures |  |  |
| TOTAL  | 0.00 | 100% |
|  |  |  |
| **SOURCES OF FUNDS** |  |  |
| Proposed Bank loan |  |  |
| Other resources |  |  |
| TOTAL |  |  |

**10. Cash Flow Projections (Year 1 only)**

Twelve Months Cash Flow Projections

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | January | February | March | …… | **Total** |
| **Cash receipts in:** |  |  |  |  |  |
| Cash sales |  |  |  |  |  |
| Receivables–30 days |  |  |  |  |  |
| Receivables–60 days |  |  |  |  |  |
| **Total Cash** |  |  |  |  |  |
| **Cash disbursed:** |  |  |  |  |  |
| Cost of sales |  |  |  |  |  |
| Accounting fees |  |  |  |  |  |
| Advertising |  |  |  |  |  |
| Fees, licenses & taxes |  |  |  |  |  |
| Insurance |  |  |  |  |  |
| Loan interest |  |  |  |  |  |
| Loan principal |  |  |  |  |  |
| Office expenses |  |  |  |  |  |
| Promotion/marketing |  |  |  |  |  |
| Rent & taxes |  |  |  |  |  |
| Repairs & maintenance |  |  |  |  |  |
| Wages  |  |  |  |  |  |
| …. |  |  |  |  |  |
| **Surplus/(deficit):** |  |  |  |  |  |
| **Opening balance:** |  |  |  |  |  |
| + cash receipts |  |  |  |  |  |
| – cash disbursed |  |  |  |  |  |
| **Closing balance** |  |  |  |  |  |

**11. Cash Flow Projections (5 Years)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Cash receipts in:** |  |  |  |  |  |
| Cash sales |  |  |  |  |  |
| Receivables–30 days |  |  |  |  |  |
| Receivables–60 days |  |  |  |  |  |
| **Total Cash** |  |  |  |  |  |
| **Cash disbursed:** |  |  |  |  |  |
| Cost of sales |  |  |  |  |  |
| Accounting fees |  |  |  |  |  |
| Advertising |  |  |  |  |  |
| Fees, licenses & taxes |  |  |  |  |  |
| Insurance |  |  |  |  |  |
| Loan interest |  |  |  |  |  |
| Loan principal |  |  |  |  |  |
| Office expenses |  |  |  |  |  |
| Promotion/marketing |  |  |  |  |  |
| Rent & taxes |  |  |  |  |  |
| Repairs & maintenance |  |  |  |  |  |
| Wages  |  |  |  |  |  |
| …. |  |  |  |  |  |
| **Surplus/(deficit):** |  |  |  |  |  |
| **Opening balance:** |  |  |  |  |  |
| + cash receipts |  |  |  |  |  |
| – cash disbursed |  |  |  |  |  |
| **Closing balance** |  |  |  |  |  |