

Format for Business Plan

1. Synopsis

Briefly describe what the project is about and what it hopes to achieve. Usually a few sentences will suffice and should also include:

- Business Name
- Name of Main Promoter (s)
- Address
- Contacts (Telephone number / fax/ email)

2. Background

The background should cover issues such as: promoters' experience in the field; current or previous activities or any earlier phase of project if it is a continuation or renovation project; location of project; any relevant other details

3. Project Description & Cost

Give details of the project, all costs involved (which should be supported by appropriate document such as invoices, quotations or receipts and any relevant documents etc); include an implementation plan (how long will it take and when is the project expected to be completed);

4. Financial Analysis

- Provide an analysis on the financial viability of the project (if it is profitable; etc)
- Attach cashflow forecasts (income & expenditure)
- If an existing business, provide financial statements for the last three years.

5. Management

Provide information about who will manage the business; their experience; etc

6. Employment

Specify the number of staff required and their salary. If existing business, state current employment and how job creation will entail following completion of the proposed project.

7. Marketing

Give details on how the product / establishment / apartments will be marketed.

8. Environmental Impact

Give details of any environmental impact in relation to the proposed project.

- Landscaping
- Felling of trees
- Site clearance / bulldozing
- Gas emission
- Others