

Business Plan Template

Business Plan Competition 2014

Virtual University of Pakistan

Business Plan Format to be followed by Students participating in VU Business Plan Competition 2014

Introduction: Students are required to prepare business plan for a new small business according to the following format.

A. Title/Cover Page

- Name of the venture
- Logo
- Nature of business
- Legal status//Type of ownership (Proprietorship/Partnership/Corporation)
- Name of key entrepreneur
- Amount of proposed investment
- Statement of confidentiality
- Location & address

B. Table of Contents

C. Executive summary

D. General Business Description

a. Introduction & rationale of opportunity & business Idea (You need to justify that business is viable)

b. Background of the entrepreneurial team

c. Industry analysis

- Demand of the industry (Total units demanded by market over time)
- Supply of the industry (Total units supplied by the current players)
- Number of players in industry
- Growth trends of the industry (Minimum for past 3 years & Maximum 5 years)
- Stage of development of industry (Introduction/Growth/Maturity/Decline)
- Major threats and opportunities of the industry

Note: Also justify whether there is shortage or surplus in the market.

d. SWOT of the venture (Strengths, Weaknesses, Opportunities & Threats Analysis)

e. Legal status of the business (Proprietorship/Partnership/Company)

f. Legal issues and requirements (Licenses, permits etc)

g. Location & its rationale (Is it a strategic location? For understanding a strategic location is that which is conveniently accessible for all supply chain members in general and customers in particular)

E. Management Plan

The Rising Entrepreneur

1. Introduction of the entrepreneurial team
 - a. Name and address
 - b. Qualification
 - c. Experience
 - d. Current responsibilities & why they have been assigned current responsibilities
2. Hierarchy: Order of command and division of the organization
3. Total number of jobs
 - a. Job descriptions (Responsibilities to be performed under each job)
 - b. Job specifications (Qualification required to perform each job)
4. Human Resource Policies
 - a. Hiring process
 - b. Training & Development
 - c. Evaluation and Reward System

F. Marketing Plan

1. Analysis Phase/Market analysis
 - a. Customer analysis
 - b. Competitor analysis
 - c. Supply chain analysis
 - d. Sales forecasting (Monthly Basis)
2. Action/Strategic phase
 - a. Product Plan
 - b. Pricing Plan
 - c. Promotion Plan
 - d. Placement Plan

G. Operations & Production Plan

1. Input/Supply/Purchase Plan:
 - a. List of raw materials
 - b. List of suppliers and reason of selection
 - c. Supply schedule & payment plan
 - d. Storage facilities required
 - e. Transportation system
2. Production/operation Plan
 - a. Plant layout
 - b. Machines, tools and plant
 - c. Capacity
3. Total quality management system

4. Out bound logistics plan

H. Financial Plan

1. How much finance is required? (Requirement sheet is prepared to calculate the proposed amount of finance required)
2. Where to get finance from? (By analyzing alternative sources it is determined which will be used to obtain finance like debt/equity)
3. Utilization and recording of financial results? (Projected financial statements for 3 to 5 years are prepared which include Projected Income Statement, Projected Balance Sheet & Projected Cash Flow statement)

Note: Projected Cash Flow Statement is required to be prepared on monthly basis.

I. Appendix

- a. Resumes of Entrepreneurs
- b. Legal documents (Deed, Certificate of Incorporation, Partnership Registration Certificate, license etc)
- c. Pictures (Products, Plant, Building etc)
- d. Location map
- e. Promotion material (Billboards, Banners, Print Advertisement etc)
- f. Plant Layout

J. How does your business plan add value to society and economy?

(Describe only in one paragraph)

Note: Ideally the length of the business plan excluding Appendix must be 25 to 50 pages and the idea of the business must be original and innovative. Smallness of a business as defined by State Bank of Pakistan applied for the competition.