# BUSINESS PLAN TEMPLATE

## BUSINESS DETAILS

Company Name:

Company Address:

Phone Number:

Email Address:

Business Registration Number:

Website:

## CONTACT PERSON DETAILS

First Name:

Last Name:

Designation:

Mobile Number:

Email Address:

## EXECUTIVE SUMMARY

### Brief Description of your business

Provide a brief description of your business outlining how it started operation, its business process, products/services it provides and key know-how/expertise. Sector of operation.

## PRODUCTS AND SERVICES

 Provide a brief description of the products/services that your company provides.

## MARKET ANALYSIS

## Provide a brief description of your main market, consumer demand/target and suppliers

## KEY PEOPLE

#### Shareholders and Directors Composition

List the major shareholders and directors in the business

## SWOT ANALYSIS

|  |  |
| --- | --- |
| Strength | Opportunity |
| Weakness | Threat |

## FINANCIAL PLAN AND KYC Documents

Submit the cash flows statement, income statement and balance sheet over a projected 3-year period.

Enclosed all the related KYC documents.

## PROJECT DESCRIPTION

Provide a brief on the project/need for funding by stating the cost, amount of own funds and financing as well as the tenor of the facility.