



**Prime Minister's Entrepreneurial Development Programme**

**BUSINESS PLAN/MARKETING PLAN EXPECTATIONS GUIDELINES**

<b>EXECUTIVE SUMMARY</b>	<ul style="list-style-type: none"> <li>• Tell us what your business is about and the loan amount you are seeking with expected payback period</li> </ul>
<b>PRODUCT</b>	<ul style="list-style-type: none"> <li>• Tell us about the product or service you provide and your key advantages over competitors.</li> <li>• Tell us about your key customer target groups.</li> </ul>
<b>PRICING</b>	<ul style="list-style-type: none"> <li>• Tell us about your pricing strategy. Selling price vs key competitors.</li> <li>• Tell about your Cost of Goods Sold %</li> </ul>
<b>PEOPLE</b>	<ul style="list-style-type: none"> <li>• Tell us who works in the business and number of current employees.</li> <li>• Tell us who manages the business</li> </ul>
<b>PLACE/CHANNELS</b>	<ul style="list-style-type: none"> <li>• Tell us where business is located</li> <li>• Tell us how customers gain access to your products and services i.e. The number of channels customers can gain access</li> </ul>
<b>PROMOTION</b>	<ul style="list-style-type: none"> <li>• Tell us how you promote or plan to promote the business in order to attract and grow customer base</li> </ul>
<b>PROCESSES</b>	<ul style="list-style-type: none"> <li>• Tell us how you intend to capture and record cost and revenue (Basic Record Keeping)</li> </ul>
<b>PERFORMANCE</b>	<ul style="list-style-type: none"> <li>• Provide Income Statement and Cash Flow Statement for existing businesses only</li> <li>• Provide Proforma Income Statement and Cash Flow statement for new/startup business</li> <li>• Business Expense Plan, Business Revenue Plan</li> <li>• Investment Plan. Tell us how you plan to spend this money.</li> </ul>
<b>ADDITIONAL INFORMATION AS YOU DEEM NECESSARY</b>	<ul style="list-style-type: none"> <li>• Provide any additional information you believe is critical to advancing your application</li> <li>• Example of Income statement attached.</li> <li>• Example of Cash Flow Statement attached.</li> </ul>