

## VENCAP BUSINESS PLAN TEMPLATE:

This template shows the layout of a good business plan and should address the following few key questions and areas that should be contained in your business plan:

- 1) Executive Summary
  - A. Overview of the Business
    - Legal form of ownership. E.g. sole proprietorship, limited liability, etc.
    - Status of business-start-up, expansion, franchise, etc.
    - Brief description of product or service
    - Business model (B2B or B2G, etc.)
    - Guiding principles
    - Vision and Mission
  - B. Opportunities
    - What problem is the business designed to provide a solution to?
    - Challenges with current solutions
  - C. Financial Summary
    - Capital needed and uses
    - Projected 5yr annual revenues in Naira
    - Projected 5yr annual expenses in Naira
    - Projected 5yr annual Profit Before Tax
- 2.) Product/Service Description
  - Detailed description of product/services
  - Pricing, fee or leasing structures of product/service
- 3.) Market Analysis
  - Target market
  - competitors
  - List entry barriers
  - SWOT Analysis
- 4.) Marketing Plan
  - Marketing objective
  - Strategy to achieve your marketing objectives
  - Marketing promotion
  - Pricing strategy
- 5.) Operations
  - Describe the daily operations including opening days and hours

- Bios of Key Staff
- Organogram
- Production plan
- List equipment needed to conduct the business
- Permits and licenses required to run the business
- Insurance (if any)
- List of patents and copyrights

#### 6.) Financial Plan

- Historical accounts: P&L accounts and Balance sheet for past 3 years (if applicable)
- Three or five year Projected P&L, balance sheet cash flow and break even analysis