Ministry of Social Development and Family Services
National Social Development Programme
Sowing Empowerment through Entrepreneurial Development (SEED)

BUSINESS PLAN

1. INTRODUCTION

1a. What type of business do you plan to start?

_____

_____

1b. What product or service will you sell?

_____

_____

1c. How much money is required to start your business?

_____

1d. How much money do you think you can make?

_____

1e. Why do you want to start your own business?

_____

_____

2. MARKETING PLAN

2a. Who are your potential customers?

_____

_____

2b. Are there enough customers to buy your product/service in your community, or are you targeting customers outside of the community?

_____

_____

_____

2c. Who are your competitors?

Competitor's Name	Location	Strength (is the product better, is the price lower, etc.?)	Weaknesses (is your product better, price lower, better location etc.?)

2d. Are there enough customers for you to start this business?

_____

2e. How will you arrive at pricing your product/service?

_____

_____

Promotion & Advertising

2f. How will you advertise your business?

_____

_____

_____

2g. Is there a cost of advertising your product/service?

_____

_____

2h. How will you get your product/service to your customers?

_____

_____

_____

3. PRODUCTION/MANUFACTURING

3a. Where will the business be located?

_____

_____

3b. What steps are required to produce your product or service?

_____

_____

_____

3c. Who will be your suppliers?

_____

_____

_____

3d. What type of transportation is available, if necessary?

_____

_____

3e. Machinery and Equipment to be purchased

Machinery/ Equipment	Supplier	Cost

3f. Raw Materials to be purchased

Raw Materials	Supplier	Cost

3g. Total Cost for starting the business $ _____

4. ORGANISATION

4a. Do you have a business name? ☐ **Yes** ☐ **No**

4b. If no what could be the possible name? _____

4c. Who will manage the business on a daily basis?

_____

_____

4d. What skills and experience do you have?

_____

_____

_____

4e. How many employees will you need? What skills will you need from employees?

_____

_____

4f. Will your business be a sole proprietorship, partnership or a corporation?

_____

4g. What are your plans for your employees' salaries, wages and benefits?

_____

_____

_____

4h. Will you need business insurance? If so how much will it cost?

_____

_____

4i. Who can you ask for advice about your business if needed?

_____

_____

4h. What approvals and licenses will you need?

_____

_____

_____

5a. What potential problems could arise in having this business?

_____

_____

_____

5b. How likely are these problems?,

_____

5c. How do you plan to manage these potential problems if they occur?

_____

_____

_____