



Government of the Republic of Trinidad and Tobago

Ministry of the People, 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?

