

Sales

- How much sales you estimate for the month
- By how much do you expect sales to grow during the first three years of operation

Presenting your Business Plan

- Understand your business. Know what your objectives are.
- Don't assume that your banker knows what you are talking about.
- Recognise the needs of your bankers. Know how you will start and finish your presentation, organize your ideas so that you will keep their attention.
- Anticipate questions that you will be asked.
- Emphasise how you will make money.
- Be accurate and detailed about your projections.
- Be specific on how you will spend their funds.
- Don't mislead the reader.

- Don't ramble on or take forever to make a point.
- Have a great executive summary.
- Make sure that the plan is readable and ideas flow clearly from one to the next.
- Back up your plan with meaningful facts and figures.
- Have a positive attitude!

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Centre for Enterprise Development Inc.

BUSINESS GUIDE NO. 5

Building and Presenting Your Business Plan

*"Developing the local economy, one
business at a time"*



INTRODUCTION

Business Guide No. 4 informed you about the importance of planning and having a business plan. Perhaps the main reason most persons need a business plan is to present to the bank or credit union when applying for a business loan. In this situation you will require a formal, well-prepared plan. This can be done at the CED or any other agency that provides Business Development Services. The officers in these agencies have more experience in what the financial institutions are looking for.

What you will need to provide to the person writing the Plan

Personal Information

- Your name
- Educational background and relevant qualification and training, including

The Business

- Name
- History, if already functioning
 - Number of years in operation
 - Location
 - Track record
 - Mission Statement
 - Vision Statement
 - Goal and objectives
- Who is or will be responsible for record keeping?
- Who are the key employees?
 - Provide details of their position, education, background and responsibilities.

Market and Probable Clients

- Who do you plan to sell your products (goods and services) to?
- Where do you plan to sell? Where in St. Vincent and the Grenadines, regionally or internationally?
- *A Letter of Intent*: This is a letter from clients who intend to purchase your products.

Financing

- How much do you need to borrow?
- Exactly what do you need the money for:
 - Provide quotations for costs that you want to be covered by the loan. Estimates for construction, equipment, stock and merchandise. Capital requirements such as vehicles, furniture are required.

Pro Forma Requirements

- Labour costs and requirements
- Raw material requirements
- Monthly electricity costs
- Travel expenses
- Insurance
- Telephone
- Office supplies
- All other monthly expense you expect to incur.

Product Detail

Detailed description of your product. State what gives added value over your competitors.

Marketing

How do you plan to build awareness of your products? What promotional and advertising strategies you will use.

Cost of Goods Sold

What are the costs to make your goods or service available?

- Shipping costs

- Raw materials

- Any other costs associated with making your product or service.