

Information required for preparing Business plan

Please answer the following questions in the boxes below. The answers will be used to prepare a business plan accordingly. Please write N/A if you do not understand the question or if they are not applicable.

A. Understanding the company

1. What is the name of the company? What type of company is it? Is it Sole trading, Partnership business, Private Limited, Public Limited, Joint Venture?

2. What are the vision, mission and objectives of the company?

3. What is the ownership structure like (Optional)? Who are its stakeholders?

4. List of documents required

- Memorandum of Association (MOA)
- Article of
- Company Registration Certificate
- Asset Detail Report
- Operating License
- PAN Certificate
- Auditor Report for the latest fiscal year

5. Where is the company registered? On which date, was it registered?

B. Understanding the business and industry

6. What is the core product (goods and/or services) of the business?

7. Who are your target customers? What are the demographics of the customer? (Age, income,)

8. How do you perceive the industry that you are in (industry background, how big is it, market growth potential and trend analysis)?

9. Who are the major competitors? Which company would you like to benchmark (in terms of performance and market size)?

C. Promoters and Management Information

10. Who are the promoters of the company? List their names along with their qualifications and prior work experiences.

11. Who are members of the management team? List their names along with their qualifications and prior work experiences.

D. Departmental Information

Financial Aspect

12. What is the total amount of investment?

13. What is the source of financing? What is the proportion of debt and equity? What is the capital structure in other companies in the industry?

14. What is the estimated working capital requirement?

15. What is your expected required rate of capital?

16. What is the industry average of Gross profit margin and Net profit margin of the business?

17. In your opinion, what are the major heads of revenue and expenditure?

18. Will you need to lease any machinery and/or equipment? If yes, what would be the lease amount?

19. How do you expect the operating expenditures and revenue to change over the years? Are there any key assumptions that you have made?

Operational Aspect

20. Describe the Value chain of the business? (Please mention who are the suppliers, market intermediaries and end users of the product)

21. Explain the inventory management system in your business. Do you use centralized or decentralized inventory management?

22. What is the proposed location of business? What are the demographic reasons behind selecting the particular location?

Marketing Aspect

23. What is the core product of the business?

24. Who are the end users of the product?

25. Describe your intended pricing strategy and how will it compare with other companies in the industry? (Competitive, premium pricing, cost plus, etc)

26. What is the distribution channel? (Flow of goods and/or services)

27. How do you advertise and promote your products?

Human Resource Aspect

28. How much number of employees do you require in your business?

29. Can you express your labor cost in terms of per unit of your product?

30. What is the proposed compensation (salary and other benefits) of the office personnel? How do you expect it to increase over the years (growth)?

I hereby certify that at the time of completing this questionnaire, all information supplied, is to the best of my knowledge completely accurate.

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