

Arab Technology Business Plan Competition

Business Plan Template

Note: This template is based on the guide developed by United Nations Conference on Trade and Development (UNCTAD), “How to Prepare Your Business Plan”, United Nations, 2002. For more details on the template, please refer to the guide: [http://www.unctad.org/en/docs/iteiia5_en.pdf]

This template is provided as a recommended structure of the business plan, however, teams are free to adopt any structure they find suitable for their application, provided that it contains the basic elements that should exist in any business plan.

I. EXECUTIVE SUMMARY

- A. Purpose of the business plan
- B. Main highlights
- C. Financial requirements

II. BACKGROUND

- A. Main products, markets and clients
- B. Location and premises
- C. Key data
- D. Legal form, ownership and management
- E. Historical development and track record of the business
- F. Business strategy and mission
- G. General organization/operating units

III. PRODUCTS AND SERVICES

- A. Product description and history
- B. Product attributes
- C. Research and development
- D. Product life cycle
- E. Costing and pricing
 - 1. Costing
 - 2. Pricing
- F. Production process
- G. Quality assurance and control
- H. Sourcing
- I. Intellectual property

IV. MARKETS, CLIENTS AND COMPETITORS

- A. Introductory remarks
- B. Market characteristics
- C. Clients
- D. Competition
- E. Positioning
- F. Market strategy
- G. Projected sales

V. BUSINESS OPERATIONS AND ORGANIZATION

- A. Location and premises
 - 1. Location
 - 2. Premises
- B. Marketing
 - 1. General remarks
 - 2. Promotion and advertising
- C. Selling methodology
- D. Manufacturing
- E. Distribution
- F. Order processing and inventory control
- G. Company structure
- H. Project management
- I. Management information system/reporting

VI. HUMAN RESOURCES

- A. Management
 - 1. Shareholders
 - 2. Board of directors
 - 3. Executive management
 - 4. Middle management
 - 5. External support services
- B. Labour

VII. LEGAL FRAMEWORK, AND ENVIRONMENTAL AND SOCIAL FACTORS

- A. Approvals and licensing requirements
- B. Social compliance issues
- C. Development and social benefits
- D. Environmental risks

VIII. FINANCIAL PLANNING

- A. Introductory remarks
- B. Financial history
- C. Income statement projections
- D. Cash flow projections
- E. Balance sheet projections
- F. Important financial ratios
- G. Request for funds and other supporting information
 - 1. Request for funds
 - 2. Risk assessment
 - 3. Start-up business financial information

IX. RISK AND SENSITIVITY ANALYSIS

- A. Introductory remarks
- B. Risks
 - 1. General economic environment
 - 2. Political/regulatory
 - 3. Changes in public opinion
 - 4. Technological
 - 5. Law suits
 - 6. Staffing
 - 7. Client-related
 - 8. Quality/production problems
 - 9. Subcontracting
 - 10. Market
- C. Managing opportunities
- D. SWOT analysis