

**PART B BUSINESS PROPOSAL**

***NOTE:*** *This will serve as a guide in preparation of your business proposal. Relevant support documents should be attached when presenting this. Proposals which are incomplete and not accompanied by relevant attachments/documents* ***shall not be accepted.***

**B1. BUSINESS DETAILS**

**B1.1 Business Premises**

|  |  |  |
| --- | --- | --- |
| Physical address | Municipality |  |
| City/ Town/ Village |  |
| Ward/ Street |  |
| Plot/ House # |  |
| Ownership |  |
| Amenities | Electricity Water Telephone Access road |

**B1.2 Business Status (New / Existing): \_**

**B1.3 Business Description** (i.e. type of enterprise, goods/ services you will offer)**:**

**B2. Production Process**

**B2.1 Clearly describe all the steps you will take, once all required inputs are available, to produce your goods/ services.**

**B2.2 How much time is required to complete your production process?**

\_ \_ hours/days/ weeks/ months.

**B2.3 Employment**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Position**  **Required** | **Number**  **Required** | **Employment Terms** | | **Educational Qualification** | | | |
| **Full-time** | **Part-time** | **PSLE** | **JC** | **COSC/**  **BGCSE** | **TERTIARY** |
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**B2.4 Production Forecast**

(Taking into account your estimated monthly working capital, the skills and or competency level of your employees, your production schedules, and machinery capacity what will be a reasonable number of goods/ services you expect to produce on a monthly basis?)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Good/ Service** | **Weekly Production** | | | | **Total** |
| **1** | **2** | **3** | **4** |
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| **Total** | | | | |  |

**B2.4 State factors that could disrupt your production process and those that could make it better?**

|  |  |
| --- | --- |
| **DISRUPT**  **(a) Weaknesses** | **MAKE IT BETTER**  **(b) Strengths** |
| **(c) Threats** | **(d) Opportunities** |

**B3. MARKET RESEARCH**

**B3.1 Who are your targeted customers?**

|  |
| --- |
| Who are you targeting to buy your goods/services? |
| What are their buying patterns? |
| Why do you think they would buy from you instead of other players in the market? |
| How many people are buying goods/ services that are similar to what you want to sell? |

**B3.2 Competition**

What strategies do they use to attract these customers?

Who is currently providing your targeted customers with the goods/ services you want to offer or similar

products?

**B3.3 Marketing Strategy**

(What will you do to make your product more attractive compared to what is offered by your competitors? Highlight your goods/ services’ unique features. Explain your pricing strategy. What will you do ensure that your products reach your customers where and when they require them?

|  |  |
| --- | --- |
| **Product features/ attributes** | **Pricing strategy** |
| **Distribution strategy** | **Promotional strategy** |

**B3.4 Sales Forecast**

(Taking into account your estimated monthly production, customers’ purchasing power, and existing competition how much do you expect to generate from sales on a monthly basis?)

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Good/ Service** | **Weekly Sales** | | | | **Quantity** | **Unit Price** | **Amount** |
| **1** | **2** | **3** | **4** |
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| **Total Sales Revenue** | | | | | | |  |

**B4. BUDGET**

Describe exactly what will be purchased or done with the funds requested. Present cost breakdown for each item needed for the project as per the tables below:

**B4.1 Project Assets/Capital Expenditure**

|  |  |  |  |
| --- | --- | --- | --- |
| **Description** | **Quantity** | **Cost per unit** | **Total** |
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| **Total** |  |  |  |

**B4.2 Working Capital**

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| --- | --- | --- | --- |
| **Description** | **Quantity** | **Cost per unit** | **Total** |
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| **Total Monthly Working Capital** |  |  |  |

**Total Amount Requested: P**

**DECLARATION BY THE APPLICANT**

I hereby solemnly state that I am aware of the consequences of making a false statement or giving false information or evidence. I further state that the information furnished by me on this application form is true and nothing else but the TRUTH. I also state that I have read and understood the Youth Development Fund Guidelines.

I am aware that this information may be used as evidence in legal proceedings in favor or against me.

Applicant’ Signature:…………………………………….………… Date:………………….....

Name of Receiving Officer: ……….………………….………………………………………………………………….…………

**B5. Forecast Cash-flow Statement**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 |
| **Cash on Hand**  (beginning of month) |  |  |  |  |  |  |  |  |  |  |  |  |
| **CASH RECEIPTS** | | | | | | | | | | | | |
| Cash sales |  |  |  |  |  |  |  |  |  |  |  |  |
| Collections from credit sales |  |  |  |  |  |  |  |  |  |  |  |  |
| Business loan(s) |  |  |  |  |  |  |  |  |  |  |  |  |
| Other cash injections |  |  |  |  |  |  |  |  |  |  |  |  |
| **TOTAL CASH RECEIPTS** |  |  |  |  |  |  |  |  |  |  |  |  |
| **CASH PAID OUT** | | | | | | | | | | | | |
| Purchases  (stock, raw materials) |  |  |  |  |  |  |  |  |  |  |  |  |
| Salaries/ Wages |  |  |  |  |  |  |  |  |  |  |  |  |
| Supplies (office & operations) |  |  |  |  |  |  |  |  |  |  |  |  |
| Repairs & maintenance |  |  |  |  |  |  |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |  |  |  |  |  |  |
| Car hire,  delivery & travel |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |  |  |  |  |  |
| Telephone |  |  |  |  |  |  |  |  |  |  |  |  |
| Electricity |  |  |  |  |  |  |  |  |  |  |  |  |

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| Water |  |  |  |  |  |  |  |  |  |  |  |  |
| Sanitation charges |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance |  |  |  |  |  |  |  |  |  |  |  |  |
| Bank charges |  |  |  |  |  |  |  |  |  |  |  |  |
| Miscellaneous |  |  |  |  |  |  |  |  |  |  |  |  |
| **SUB TOTAL** |  |  |  |  |  |  |  |  |  |  |  |  |
| Loan repayment |  |  |  |  |  |  |  |  |  |  |  |  |
| Asset purchases |  |  |  |  |  |  |  |  |  |  |  |  |
| Owner’s withdrawal |  |  |  |  |  |  |  |  |  |  |  |  |
| Other start-up costs (eg.  License fees, business consultancy fees, legal fees,  etc) |  |  |  |  |  |  |  |  |  |  |  |  |
| **TOTAL CASH PAID OUT** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Cash Position**  (end of month) |  |  |  |  |  |  |  |  |  |  |  |  |

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