**BUSINESS PLAN GUIDELINES**

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| **Note:** The information and supporting documen tation required under these Guidelines are MANDATORY. Business Plans received with incomplete information/supporting documentation will not be able to be processed and will be placed on hold until all information/supporting documentation is received. This may result in delays to the application process. |

Confidentiality Statement - The information contained in the Business Plan will not be disclosed to any parties other than the DMCC personnel authorized to receive and approve the application. DMCC will treat this information as confidential and undertakes to prevent it from falling into the public domain.

Guidelines for submission of business plans:

* The prospect is required to submit (i) a comprehensive business plan in accordance with these Guidelines and (ii) the completed application form for registration.
* These Guidelines do not follow a Question and Answer (Q&A) format.
* All sections in these Guidelines are mandatory.
* Financial plan can be presented in any form as long as it encompasses all the relevant data.

The Title Page should include:

* Proposed DMCC Company Name
* Current Date
* Business Plan Copy Number [x]
* Contact Details:
	+ Main Telephone Number
	+ Main Fax Number
	+ Postal Address
	+ E-Mail Address
* Company web page (if available)
* Attachments (i.e. Financial Plan)

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**EXECUTIVE SUMMARY**

The executive summary should include the main points of the entire document. The summary should be no longer than two pages.

**THE BUSINESS**

Describe the core business of the company.

**STRATEGIC ALLIANCES**

State whether the company has any strategic alliances. Details of the partner, the nature of the alliance, the risks and the opportunities should also be included.

**PRODUCT OR SERVICE**

List the products/services that your company offers.

Explain why your products/services are required by the marketplace.

What value can your products/services add to DMCC and the marketplace?

**VENDORS**

Detail your supply sources, their geographical location and the products sourced from them. If there are potential regional suppliers; list them and describe.

**STAFFING**

Explain your staffing requirements and the expected number of staff members you will be hiring over the next two years.

**THE MARKET**

**MARKET SEGMENT**

Define your market segment.

List, in general, the types of customers you are likely to reach.

Describe your competition in your specific market segments.

Include a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.

**MARKETING**

How are you planning to penetrate the above segment(s)?

What will be your primary marketing channel?

What percentage of market share do you plan to obtain in your first two years of operation?

**POSITION**

How will you position your products/Services? (good value for price, top quality, cheap and fun). Which is a position not presently being addressed by the competition?

Advertising, promotion, trade shows

What is the advertising and promotion strategy?

What would be the most efficient method? Product sampling, demonstrations, pilot projects, etc.

What trade shows would you likely participate in?

**MANAGEMENT TEAM**

State the competencies in your management team

List the people in the management with their tiles, and attach their CV’s

**OWNERSHIP**

List the persons or organizations that are significant owners of the company, list

shares held and percentages of ownership.

**PROFESSIONAL SUPPORT**

Do you have any professional services such as a Corporate Attorney, Accounting Firm, Other

Consultants? If so list the companies and contact people within them, and the nature of the service.

**BOARD OF [ADVISORS, DIRCTORS]**

Does the company have a board of advisors, if so, list names, and current positions of the individuals.

## ASSUMPTIONS

State the main assumptions of your business?

* Number of forecasted clients
* Size of forecasted clients
* Other related assumptions

**FINANCIAL PLAN**

**INCOME STATEMENTS**

An income statement, otherwise known as a profit and loss statement, is a summary of a company’s profit or loss for at least one year. The income statement records all revenues for a business during this given period, as well as the operating expenses for the business. The income statement would include:

* Revenue
* Operating expenses

**BALANCE SHEET SUMMARY**

Comment on any large or unusual items, such as other current assets, other accounts payable, or

accrued liabilities.

**CASH FLOW AND BREAK EVEN ANALYSIS**

Provide the following data:

***1.***  Actual Cash Flow Statements

These show a historic view, showing the actual flows of cash into and out of a business that have occurred over a previous trading period, e.g. 1 year.

***2.*** Forecast Cash Flow Statement

The Cash Flow should show the expected flows of cash into and out of a business over a trading period in the immediate future, e.g. next 2 to 3 year.

• Product literature and brochures

• Sales sheets

• Media coverage

• Clips from industry publications

# Exhibits

• Relevant patents

• Market research data

• Past advertising campaigns

• Other