

5-PAGE BUSINESS PLAN GUIDE

Business Owner's/Promoter's Name:

Business Name:

Business Contact Address:

Business Website Address:

Email Address:

Phone Number:

BACKGROUND AND INSTRUCTIONS

A business plan is probably the most important document for prospective Micro, Small and Medium Enterprises/Business Entrepreneurs in Nigeria. A well-developed business plan can be a powerful money-raising tool and provides a blue print to gauge future successes.

Do you need to develop a Business Plan but do not have the time to do a detailed full length document? Here are a few guidelines on developing a 5 Page Business Plan.

1. **Cover Page:** Make sure to include your name, business name and date on the cover page using the table provided on page 1 of this document.
2. **Font Size:** Keep the font size to not more than size 12.
3. **Company Description:** Give a detailed overview of your company highlighting your Company/Business name, mission, vision, key focus areas and your products and services. **½ page**
4. **Industry Overview:** Describe the industry your product/services is looking to play in including details around any available but relevant statistics about your market size, current and future outlook for the business, and any current developments that may positively or negatively affect your business. **1 page**
5. **Market Strategy:** Provide details of your defined target market highlighting key descriptions about their demographics, need of their product and ability to pay. Detail how you plan to attract them and how they will pay for your product/service. **1 page**
6. **Competitor Analysis:** Provide an overview of your competitor landscape. Describe the other products/services that are/can/will compete with yours using a SWOT (Strength, Weakness, Opportunity and Threat) Analysis to detail how you can reduce the barriers to entry for your product/service. **½ page**
7. **Product/Service Development:** Describe how you will develop your product or service including any design, production and marketing components. Include a startup cost for what will be required for the product/service development to be launched. **½ page**
8. **Operating Structure:** Describe your organization structure and provide an overview of key team members that will be in your team and what competencies they bring to the table. **½ page**
9. **Financials:** Provide your startup costs i.e. a budget detailing how much will be required to start off your business within a 6 – 18 month period. Also provide an income statement projection for 3 years i.e. highlight your projected income/revenue and expenses/expenditure. **1 page of 2 tables.**