

(D) Market Analysis

Customers:

What is the age range of your target customer? _____

What is the gender of your target customer? _____

What is the income of your target customer? _____

Where does your target customer live? _____

What is the total population in your target area? _____

Competition:

Who are your competitors? _____

How are their prices compared to yours? _____

What do your potential customers think of them? _____

What is their greatest strength? _____

What is their main weakness? _____

What will your enterprise specifically do to beat the competition? _____

(E) Mentors

Do you have Mentor(s)? _____

If yes, describe the person(s) _____

(F) Management and Labour:

1. Fill in the Details for the People who will work in the Business:

Name/s: 1 _____ 2. _____

Job Description: 1 _____ 2 _____

How much do you pay them? 1. _____ 2. _____

II Do you plan on hiring anyone else in the future: _____

How much do/will you anticipate paying them? _____

What characteristics or qualities will you be looking for? _____

(G) Marketing Strategy:

Check all of the ways that you plan on selling in your business:

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> From a Store | <input type="checkbox"/> Flea Markets | <input type="checkbox"/> One on One |
| <input type="checkbox"/> Door to Door | <input type="checkbox"/> School Fair | <input type="checkbox"/> Street Vendor |
| <input type="checkbox"/> Street Fair | <input type="checkbox"/> From your Home | <input type="checkbox"/> In Another Store |

Check all of the ways you plan on advertising your business:

- | | | |
|---|--|------------------------------------|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Word of Mouth | <input type="checkbox"/> Flyers |
| <input type="checkbox"/> Posters | <input type="checkbox"/> Newspaper Ads | <input type="checkbox"/> Cable Ads |

List organizations you could join to help you meet people and network:

1. _____
2. _____
3. _____
4. _____

(H) Record Keeping:

Do you plan on giving your customers receipts? _____

Describe your record keeping method: _____

(I) Goal Setting:

List specific goals to achieve in (time frame) of your business:

(1) _____

(2) _____

(3) _____

(J) *The Feasibility Analysis part of your Business Plan must show the followings:*

- **Start up Costs: *Show all expenses to start the business***
- **Monthly Fixed Costs: *Show under this sub-head salary, monthly loan repayment and interest, electricity, rent etc.***
- **Economics of One Sale (*Selling price*)**
- **Variable Costs (*Cost price*)**
- **Sales forecast in a month**
- **Total Revenues in a month**
- **Gross Profit in a year**
- **Break even point**
- **Return on Investment in a year**

(K) Endorsement by the Chairman of Local committee.