

Appendix IV: Business Plan Template



REPUBLIC OF UGANDA

MINISTRY OF GENDER, LABOUR AND SOCIAL DEVELOPMENT

INNOVATION FUND FOR GREEN JOB CREATION

BUSINESS PLAN TEMPLATE

1. PROJECT / INDIVIDUAL NAME:

2. COMPONENT:

3. SECTOR:

4. PROJECT LOCATION:

Village/Cell: _____

Parish/Ward: _____

Sub-county/TC/Division: _____

District: _____

5. Name of Business

6. Telephone.....Cell

Phone.....

Email:.....Address.....

1.1 Investment Cost and Means of Financing

| Investment Cost /Core inputs | Means of Financing |
|-------------------------------------|------------------------------|
| | Owner's Equity |
| | Innovation fund |
| | Other Sources |
| | |
| | |
| | |
| | |
| Total Investments | Total Financing |

1.2 Background and description of the business

i) Business vision (Long term ambitions, objectives, goals and values)

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.....
.....
.....

ii) Challenges/Business opportunities in your area

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.....

iii) Business response to the demand

.....
.....

.....iv)
Market target and segment

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.....

iv) Specific products and services

.....
.....
.....

v) Major customers are

.....
.....
.....

vi) Business expansion plans

.....
.....
.....

1.3.0 MANAGEMENT PLAN

1.3.1 Proposed labour requirements

| Position | Roles and responsibilities | Skills requirements(to inform skills training for future planning |
|-----------------|-----------------------------------|--|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |

1.4.0 MARKETING PLAN/ SALES

1.4.1 Marketing Demand Analysis

| Product | Target in 1 st 6 months | Target in 12 months | Target in 18 months | Target in 24 months |
|---------|------------------------------------|---------------------|---------------------|---------------------|
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |

1.4.2 Competition Analysis

The main competitors are:-

| Characteristics/features | Your product/services | | | | | Competitor 1 | | | | | Competitor 2 | | | | | Competitor 3 | | | | |
|--------------------------|-----------------------|---|---|---|---|--------------|---|---|---|---|--------------|---|---|---|---|--------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Product quality | | | | | | | | | | | | | | | | | | | | |
| Price | | | | | | | | | | | | | | | | | | | | |
| Delivery lead time | | | | | | | | | | | | | | | | | | | | |
| Multiple use | | | | | | | | | | | | | | | | | | | | |

Key for rating

- 1. Outstanding
- 2. Very satisfactory
- 3. Good
- 4. Fair
- 5. Poor

1.4.3 Marketing Strategy

How you plan to reach intended your customers?

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.....

.....

.....

Who will market the Products/Services?

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.....

.....

What is the role of your Innovation fund?

.....

.....

.....

1.4.4 Place and Distribution

The products/services will be provided to customers in the following ways:

Distribution methods (*Specify*)

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.....
.....
.....

The Enterprise will use the distribution methods because.....
.....
.....
.....

1.4.5 Promotion

The enterprise will create awareness about its products/services through the following marketing Methods:

| Promotion/marketing method | Cost (UGS) |
|----------------------------|------------|
| i)..... | |
| ii)..... | |
| iii)..... | |
| iv)..... | |

1.4.6 The Enterprises' Unique Selling Point

In comparison to our competitors, the Enterprise has the following competitive advantage:

Quality:

.....
.....
.....

Price:

.....
.....
.....

Delivery Capacity:

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.....
.....

Other factors:

.....
.....
.....

1.5.0 COSTING ANALYSIS AND PRICING

1.5.1 COSTING ANALYSIS

| S/N | Item | Quantity required | Unit cost | Total cost (UGX) (6 months) | Total cost (UGX) (12months) | Total cost (UGX) (18 months) | Total cost (UGX) (24months) |
|--------------------------|------|-------------------|-----------|-----------------------------|-----------------------------|------------------------------|-----------------------------|
| i) Direct Material Costs | | | | | | | |
| 1. | | | | | | | |
| 2. | | | | | | | |
| 3. | | | | | | | |
| 4. | | | | | | | |
| 5 | | | | | | | |
| 6 | | | | | | | |
| Sub total | | | | | | | |
| ii) Direct Labour Costs | | | | | | | |
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |
| 5 | | | | | | | |
| 6 | | | | | | | |
| iii) Indirect Costs | | | | | | | |
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |
| 5 | | | | | | | |
| 6 | | | | | | | |
| 7 | | | | | | | |
| Sub total | | | | | | | |
| Grand Total UGX | | | | | | | |

