

BUSINESS PLAN

EXECUTIVE SUMMARY

1. Brief outline of the project:
 - i. Location (existing activities & proposed project)
 - ii. Product/Services
 - iii. Technology area
 - iv. Target/ Potential market
2. Promoters/ management team (their track record & existing activities)
3. Existing business indicating legal status, nature of business, ownership pattern etc.
4. Presents Proposal (in terms of expansion/market development/new product commercialization/enhancement of existing product/Capital investment/working capital etc.)
5. Total Requirement of Funds
6. Means of Finance
 - i. Promoters contribution
 - ii. Venture Capital
 - iii. Others
7. SSI Status
8. Proposal regarding exit & indications on return on investment

BACKGROUND

A. (Existing company/business if applicable)

1. Detailed write write-up on the existing business:
 - i. Evolution of business since incorporation
 - ii. Industry profile
 - iii. Company's current position vis-à-vis the market
 - iv. Expertise & skill levels
 - v. Financial performance and position (over last 3 years)