

GUIDELINES FOR BUSINESS PLAN

Dear Prospective Client,

The purpose of the business plan is for you to communicate the fundamentals of your business idea or existing business to the Fund. The business plan should be simple, clear and concise. The guidelines presented here are intended as a roadmap for you.

MBRF will use the business plan to review and assess the commercial sustainability of your proposed business and to determine its feasibility based on technical and operational requirements. This analysis, together with an evaluation of your financial plan, will determine the outcome of your financing application.

Assumptions, figures and material information should be based on a reference provided alongside the business plan. Once an applicant's business plan, Fund application and supporting documents have been completed and received, MBRF will initiate the evaluation process.

For further assistance in preparing the business plan, kindly visit Dubai SME for help.

EXECUTIVE SUMMARY

1. Briefly describe the fundamentals of the proposed business.
2. What products and/or services will you be offering?
Describe whether this product/service is differentiated from similar products in the market.
3. List your target markets. What are the general business trends for these target markets (e.g., are these markets growing, stable or shrinking? Are there many competitors in these markets? Are prices for product/services increasing, stable or decreasing in these markets?
4. List all necessary trade licenses and permits obtained and pending.
5. Describe proposed or existing ownership structure.
 - a. List key management personnel.
6. Financing requirements.
 - a. How much will the project cost?
 - b. How this financing will be used?
 - c. How much equity will be provided?



GENERAL COMPANY DESCRIPTION

1. Mission Statement – What is the purpose of your business? Example mission statement: To become one of the top three catering services for business clients in the Business Village.
2. What is the company history and position to date? (*not applicable for start-up*).
3. What are the core strengths and competencies of the business (*i.e., what factors will or has helped the company to succeed*)? Examples may include: management experience, technical expertise, relationships with suppliers and/or customers, brand recognition/reputation, and access to markets.
4. Where is the business located? List the reasons for choosing the location.

OWNERS, MANAGEMENT TEAM AND KEY PERSONNEL

1. Short biography of management/owners of businesses
 - a. Attach curriculum vitae in appendix
2. Organizational chart
3. Is there Key Man risk in the business? If so, explain how this risk will be mitigated.
4. Advisory personnel. (if applicable)
 - a. Accountant
 - b. Legal Consultant



TARGET MARKET

1. Who is your target market? Where is your target market?
2. What is the size of proposed target market? Is it growing, stable or shrinking?
3. What share of this market are you anticipating to have?
4. Describe the current demand (high, med, low) in the market. Discuss short term and long term trends for demand (growing, stable, and declining).
5. Describe any barriers to entry for entering this market? Explain how you will overcome these challenges. Examples of barriers to entry may include: capital costs, production costs, consumer acceptance and brand recognition, training and skills, technology and patents, tariffs or quotas, change in government regulations, etc.

COMPETITION

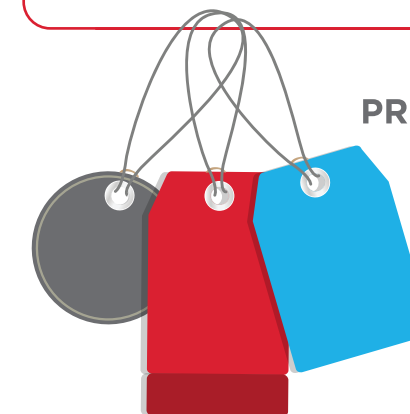
1. List all major direct and indirect competitors.
2. Is competition high, medium or low in your target market?
3. What are pricing trends in your target market? Are prices increasing, decreasing or remaining stable? Do competitors differentiate on price?
4. List any competitive advantages (i.e., what makes your product/service unique versus competition) you will have compared to your competitors.



CUSTOMERS

1. List main customer groups.
2. Retail customers - key characteristics (i.e., age, gender, income level, education,) and geographic location for each group.
3. Business customers - industry, size of firm, location.
4. Describe key sales channels (i.e., distributors, wholesalers, retailers, direct-sales, online)

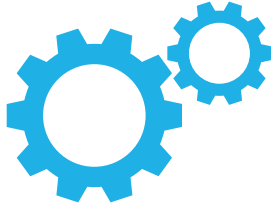
PRICING, MARKETING AND PROMOTION STRATEGY



1. Describe how prices will be set. Will you have pricing power in the market? How will your prices compare to those of your competitors?
2. How will you advertise your products and services to your target markets?

PRODUCTS AND SERVICES

1. List all major products and services. Describe most important features, including differentiation of your products versus competitors.
2. What is the level (high, med, low) of technical expertise required to make your product?
3. Has your product/service been tested in the market? Describe any product feasibility studies undertaken.



SUPPLIERS

1. List all key suppliers and partners
2. Highlight any risks related to suppliers
(e.g., is your business dependent on one key supplier?)

OPERATIONAL PLAN

1. Business facility - where will products/services be produced?
Has a facility and appropriate licensing and permits been secured? Is the facility under construction? Provide details.
2. Describe production techniques, quality control, and inventory management (if applicable).
3. List required trade licenses and permits needed to operate your business.
List those not yet obtained and why.
4. Staffing
 - a. Number of employees current and proposed.
 - b. Type of labor needed (skilled, unskilled, and professional)
5. Business hours.

FINANCIAL PLAN

1. Financial plan should include information such as:
 - a. How much is needed to start the business.
 - b. What is the source(s) of income?
 - c. Payments to suppliers
 - d. Capital Expenses
 - e. Operational Expenses
 - f. Other cash flow figures
2. Minimum of 3 years audited financial statements (not applicable for startups)
3. Projected Startup costs (not applicable for existing businesses).
4. Projected - 2 Years Cash Flow statement.
5. Projected - 2 Years Profit and Loss statement .
 - a. Explain major assumptions used to estimate revenues and expenses.
6. Loan Proceeds use.
 - a. Detail how the loan proceeds will be used for the business.
7. Highlight key risks that may negatively impact your financial projections.



RISKS

1. List major risks categories and specific risks under each category.
2. Explain how each risk may adversely affect your business.
3. Describe any contingency plans or risk mitigating measures in place to protect against such risks.

BUSINESS PLAN GUIDELINES