**INTRODUCTION**

**Business name:**

**Owner(s) name:**

**Business address:**

**Business telephone number:**

**Business email address:**

Section One

**Executive Summary**

* 1. **Business Summary:**
  2. **Vision Statement:**
  3. **Mission Statement:**

Section Two

**Services**

**2.1 Describe the products you sell or the services your business renders:**

Section Three

**Team Members/Expertise**

**3.1 Give an overview of the business team members (if possible, attach pictures) in the format:**

1. **Competency – Education/Qualifications, Trainings completed, Work experience**
2. **Responsibilities**

**3.2 Do you have any research collaborations with relevant institutions? If yes, give details.**

Section Four

**Legalities**

**4.1 Is this business registered with the relevant legal organization? (CAC or any state/local organization). If yes, give details:**

**4.3 Does the business have any membership association at local, state or national level? If yes, give details**

**4.4 Does the business have detailed records of tax payment? (attach proof in appendix)**

**4.5 Does the business have a concrete record-keeping system? (attach proof in appendix)**

Section Five

**Technicalities**

**5.1 Infrastructure (please tick the appropriate options)**

1. **Land - Ownership structure (attach proof in appendix), Size,**
2. **Machinery & tools– Ownership (attach proof in appendix), amount, Age**
3. **Others**
   1. **Input Supply**
4. **Does the business have any partnerships/contracts for input supply? If yes, please answer the following questions:**
   * **Name of input supplier:**
   * **Location of input supplier:**
   1. **Summarize your business timeline from production to marketing in the sample table below (modify to fit your business type)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity/Operation** | **Week 1** | **Week 4** | **Week 6** | **Week 11** | **….** |
| **Stocking** |  |  |  |  |  |
| **Feeding** |  |  |  |  |  |
| **Vaccinations** |  |  |  |  |  |
| **Processing/Marketing** |  |  |  |  |  |
| **Restocking** |  |  |  |  |  |
| **…** |  |  |  |  |  |
| **…** |  |  |  |  |  |

Section Six

**The Market**

**6.1 Describe your typical consumers/clients:**

**6.2 Where are your consumers/clients based?**

**6.3 Marketing plan:**

|  |  |  |
| --- | --- | --- |
| **What are your marketing strategies?** | **Why have you chosen this marketing method?** | **How much does it cost?** |
|  |  |  |
| **TOTAL COST** |  |  |

**6.4 Unique Selling Point (USP):**

|  |
| --- |
| **Unique Selling Point (USP)** |

**6.5 Do you have any partnerships with sale outlets for your products? If yes, give details:**

**6.6 SWOT analysis:**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

Section Seven

**Risk and Risk Management**

**7.1 Describe the identified risks/challenges associated with the business and your management strategies:**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **Risk/Challenge** | **Management Strategy** | **Cost (if applicable)** |
| **1** |  |  |  |
| **2** |  |  |  |
| **3** |  |  |  |
| **4** |  |  |  |
| **5** |  |  |  |

Section Eight

**Profitability**

**8.1 Please provide the following information (attach full analysis in appendix):**

1. **Net Present Value (NPV) of the business:**
2. **Internal Rate of Returns (IRR) of the business:**
3. **Investment capital required:**
4. **Payback period on investment capital:**

**8.2 If details on 8.1 cannot be provided, please provide the following information:**

1. **What is your measure of profitability for the business?**
2. **What is the total expenditure for the last business year?**
3. **What is the total returns for the last business year?**
4. **Do you have records to validate these figures (in 2 and 3)? (If yes, attach records in appendix)**

Section Nine

**Social Impact**

**9.1 Has the business made any impact in the community where it is located? If yes, describe these impacts and attach proofs ( if applicable) in the appendix. In terms of job creation, income, skill development, youth inclusion, female workers, food security, food quality, etc**