

DIRECTORATE OF INNOVATION, PROJECTS AND CONSULTANCY
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Date:

Business Proposal Guidelines

Submitted to: The Director, Directorate of IPC, SHUATS

By:

The business proposal will incorporate information on the following aspects:

1. Executive Summary

Company Profile & Goal
Summary of the plan
Objective

2. Business Description

Description of industry
Discuss present outlook and future possibilities
Market available for business
Effect on market by addition of new products or developments

3. Technology Overview

Technology Description
Novelty
Current Status

4. Market Strategies

Market Demand Analysis
Define Target Market and customer profile
Positioning Strategies
Pricing
Sales and Distribution Aspects
Communication and media and cost of advertising and promotion

5. Competitor analysis

Study competitors in the market and analyze their strengths and weaknesses in light of the environment opportunities

Barriers that can be developed so that competitors do not enter your market

Study product development cycle of competitor and work on any weak point

6. Technical Feasibility

Product design and the possibility of economical production – its description in detail

Budget for production

7. Financial feasibility

Total budget of the project

Fixed and variable expenses

Projection about returns

Debt-equity ratio

Payback period

Break-even point

ROI

Social Return on Investment

8. Management Team

Expertise and their credentials

