**Format for Submitting Business Plan**

(Submit the business plan as pdf file with maximum size of 2 MB)

1. Business Concept

* General company description
* Form of ownership

1. Description of product/service (including innovativeness and unique selling proposition)
2. Industry Analysis
3. Pricing strategy
4. Marketing Plan
5. Target customers
6. Competition analysis
7. Promotional strategies
8. Operations plan (method of production and product/service delivery)
9. Distribution channels
10. Sales forecast (month by month projection of one year)
11. Financial Plan

* 12-month profit and loss projection
* a cash-flow projection
* a projected balance-sheet
* a break-even calculation

1. Revenue generated in the last financial year
2. Details of the key team members
3. Any other relevant information
4. Appendix (optional) may include relevant pictures, other relevant documents