**Business plan (total score -100 points)**

**General information**

Business project name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Legal form in which you intend to do business (Ind/Ent; LLC).

(Indicate which tax regime you intend to use.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name and surname of the applicant \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Age of the applicant­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone, Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Brief overview of the business plan (10 points)**

The specified subsection should not exceed 1 (one) page; After reading, the reader should have a clear understanding of the business and a desire to get to know the project thoroughly. The Business Plan Brief is written after the main part of the project proposal has been written and includes the following information.

*a) A brief description of the business that is planned to be implemented within the framework of the project. What product or service are you planning to produce?*

*b) Specify what you need (funds, preparatory work, etc.) to implement the business idea, what you will use the money for in case of financing.*

*c) Your target market, briefly describe who will be the user of your product or service;*

*d) What competitive advantage do you have in producing your product or service?*

**2. Business vision, market position and sales (25 points)**

**2.1 Target user (5 points)**

Who is the target buyer of your products/services? What need/requirement drives the customer?

Approximately how many customers will your business serve? What market share do you predict? If the customer is a commercial organization, briefly describe its activities, if an individual, describe in general terms its age, gender, place of residence, interests, etc.

**2.2 Description of the product or service (5 points)**

Describe what products/services are planned to be produced and sold, the main characteristics of the products/services to be sold (technical, appearance, quality, packaging, etc.). If the range is wide, make a list.

**2.3 Selling price (5 points)**

Please provide us with a forecast of the selling price of the product/service. If the price is characterized by seasonal change, reflect this in the table.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| # | Name of products/services | unit | Monthly price forecast | | | | | | | | | | | | average price  (Lari) |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**The note:**

**2.4 Competition and description of participants (5 points)**

This subsection should contain information about competitors: who are your competitors, what market segment do they occupy, what similar products / services do they produce. How is your product/service different and what are its advantages over others?

**2.5. Sales forecast (5 points)**

In this subsection, you must indicate the sales forecast for goods / services that you plan to sell from the start of sales for 1 year. (Indicate as the start date the month from which you plan to start selling) Year 2023/2024. The information must correspond to the information in paragraph 4.1.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| # | Name of products/services | unit | Sales volume forecast in quantitative terms by months | | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **total** |
| 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**The note:**

**3. Sales and marketing activities (10 points)**

**3.1 Sales promotion and advertising (5 points)**

Describe how the buyer/customer will know about your existence, what basic information (quality, price, frequency of delivery, location, etc.) you want to convey to the buyer/customer. List and justify what activities are planned to stimulate sales.

Describe the packaging/labeling and trademarking arrangements for the products you manufacture (note that in this case, the corresponding costs should also be included in the financial calculations).

**3.2 Sales and distribution (5 points)**

Specify where, how and with what frequency you will sell the product / service (whether it will be retail or wholesale sales, use of distribution channels, etc.). Also describe who will provide transportation and how, if necessary. List the number of resellers and discuss any agreements you have with distributors or retailers and wholesalers.

**4. Production plan (20 points)**

**4.1 Project implementation milestones and procurement plan (5 points)**

In the table, in chronological order, list the activities that are necessary to run the business. including preparatory work, arrangement of buildings and structures, various devices, material and technical means, materials, services, etc.

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **activity** | **Start** | **End** |
| **1** |  |  |  |
| **2** |  |  |  |
| **...** |  |  |  |

**4.2 Description of the production process (5 points)**

Describe in detail the production process, describing all successive stages. Show the relationship between these stages, indicate which production facilities and materials / raw materials are used and processed in each operation.

**4.3 Raw materials (5 points)**

This subsection should indicate which raw materials, materials and auxiliary materials you will use in production. Where, from whom, under what conditions / at what price will raw materials be purchased. At the moment, how is it delivered / transported, stored, how often and in what volume do you buy it? Discuss possible risks associated with the procurement and supply of raw materials and alternative sources of supply (for example, shortages of raw materials, rising prices, etc.).

**4.4 service personnel (5 points)**

Describe your experience and education in relation to the activities planned in the business project.

*How many people you plan to employ, including family members (including women and young people aged 18-29). What experience and qualifications do employees have for the specified activity. How are the functions and responsibilities distributed between them and how much money do you plan to pay monthly in the form of wages (salaries should be reflected in financial sources).*

**5. Business sustainability and risk assessment (10 points)**

**5.1 Business sustainability (5 points)**

Describe how sustainable the business will be once the funding is received and major activities are completed. How can you maintain the positive results achieved within the project and how do you see the business developing in the next 2 years?

**5.2 Business project risks (5 points)**

Briefly describe the factors that may or may not interfere with your business (manufacturing, procurement of raw materials, marketing, distribution, environmental conditions, currency fluctuations, etc.) Explain how you will try to mitigate / overcome these risks**?**

**6. Financial plan (25 points)**

**6.1 Source of profit and loss (12 points)**

*Complete the 12 month profit and loss statement*

**6.2 Project budget (13 points). Anne 1.3.**

This section should describe what type and cost of investment is required to run the business**.**