

REDI BUSINESS PLAN OUTLINE

1. **TABLE OF CONTENTS**
2. **EXECUTIVE SUMMARY**
3. **ORGANIZATION / COMPANY DESCRIPTION**
 - 3.1 Location
 - 3.2 Legal status and structure
 - 3.3 Products and Services
 - 3.4 Accomplishments (if any)
 - 3.5 Management
 - 3.6 Membership
 - 3.7 Strengths and Weaknesses
4. **STRATEGIC DIRECTION**
 - 4.1 Vision Statement
 - 4.4 Strategic Goals
 - 4.5 Long-term Strategic Objectives
 - 4.6 Short-term Strategic Objectives
 - 4.7 Key Strategies
5. **ENVIRONMENTAL ANALYSIS**
 - 5.1 Macro-environmental Scan (using the PEST analysis)
 - 5.2 Key Stakeholder Analysis
 - 5.3 SWOT Analysis
 - 5.4 Critical Success Factors
6. **MARKET ANALYSIS & STRATEGY**
 - 6.1 Market Identification & Description (size, demand, growth trends, growth potential, barriers and opportunity)
 - 6.2 Proposed Products and Services (identify niche area, if applicable)
 - 6.3 Customers
 - 6.4 Pricing
 - 6.5 Competition
 - 6.6 Promotion (how, who, when, where, what)
 - 6.7 Promotional Budget
 - 6.8 Competitive Strengths & Challenges
7. **OPERATIONAL PLAN**
 - 7.1 Location
 - 7.2 Production Plan (how & where products or services produced, production techniques & costs, quality control, customer service, inventory control, product development)
 - 7.3 Business Registration (licensing requirements, permits, health & environmental regulations, zoning or building requirements, insurance, trademark etc)
 - 7.4 Human Resource
 - 7.5 Inventory (supplies needed, lead time for ordering, inventory investment)
 - 7.6 Suppliers
 - 7.7 Contract and Credit Policies
 - 7.8 Promotional Networks
 - 7.9 Equipment/materials Requirement
 - 7.10 Financial Management and Procurement Procedures
8. **MANAGEMENT AND ORGANIZATION**
 - 8.1 Management and staff
 - 8.2 Organizational Chart

9. FINANCIAL FEASIBILITY

- 9.1 Sales Forecast
- 9.2 Projected Cash Flow (from project implementation)
- 9.3 5 year Profit and Loss Projection

10. ACTION PLAN

NB. While the Business Plan will look generally at the business the action plan should focus on how the grant funds will be used to facilitate and/or further the growth of the business.

- 10.1 Action Plan (indicate timelines)
- 10.2 Budget
- 10.3 Risk Analysis

Risk	Rating/Likelihood	Mitigation

APPENDICES

- **Appendix 1 - Job Description of Management Team and any other key staff**

CHARTS

- **Organization Chart**