





WHO IS YOUR TARGET MARKET? Define the market need and your typical target customer.

WHO ARE THE CURRENT MAIN COMPETITORS AND HOW DOES YOUR BUSINESS PLAN TO COMPETE WITH THEM?

KEY BUSINESS ACHIEVEMENTS / MILESTONES TO DATE:

SUMMARY BUSINESS PERFORMANCE HISTORY (IF EXISTING BUSINESS)			
Year	2012	2011	2010
Total turnover (income)			
Total operating costs			
Net profit (loss)			



COMMENTS:

SUMMARY PROJECTED INCOME/EXPENDITURE (IF START-UP)			
Year	1	2	3
Total turnover (income)			
Total operating costs			
Net profit (loss)			
COMMENTS:			

Own funding already invested (if any):	Ush
Total amount of funding sought:	Operating expenses: Ush
	Capital expenses: Ush

UNPACKED FUNDING REQUIREMENT			
OPERATING EXPENSES		CAPITAL EXPENDITURE	
Category (eg salaries)	Amount	Type (eg vehicles)	Amount
TOTAL			

ENTRANT NAME: .....