

# GUIDELINES FOR WRITING THE BUSINESS PLAN PROPOSAL

## I. Business Plan Proposal

### 1. Writing Requirements:

- a. It should be typed on an A4 – size paper, Times New Roman/Arial, font size 12 fonts and double spaced.
- b. It must be a minum of 15 pages long, excluding the enclosures/appendix (if needed) and the title page.

### 2. The topics/ideas:

The topics/inspirations for the business proposal could be:

- a. A new business that is planned to be operated in the near future.
- b. An established business intended to be developed in the near future.

### 3. The contents:

- a. Title, including :
  - The topic of the business proposal (the company's name)
- b. Executive summary, comprising a short review of your business as a whole in 1 – 2 pages long.
- c. Introduction, containing:
  - The background on how you acquired your business idea (your reasons of interest in pursuing this type/field of business).
  - The vision and mission of your business.
- d. The core & the competitive advantage of the business, consisting of:
  - The depiction of the company
  - The description of the products/services offered.

- The uniqueness/benefits of products/services you offer which differ from the rest of the products/services that are available in the market now.
- e. Market Overview & Business Potential
- The explanation of the situation of the market in relation to your products/services.
  - The details on the potential/prospect of your business.
- f. Investment Illustration & Financial Projection
- The amount of investment for your business.
  - The description on your business financial projection.