

BUSINESS PLAN of the company:

1. Summary

1.1 Describe the objective of this business plan

1.2 Authors of business plan and posts held by them in the enterprise

1.3 Describe the core assumptions made in the business plan

1.4 Briefly outline the company, its products, markets it is involved in and those it seeks to expand into

1.5 Level of financing and expected return

2. Company Background

2.1 Commencement date of business activities

2.2 Shareholders in the company and their percentage holdings

2.3 Company management

Name-Surname	Post in company

2.4 Financial data for the last three years (if available)

Year	Total assets	Sales	Earnings before tax

2.5 Current financing

Share capital	
Subsidies / grants	
Bank loans balance	

3. Information about products

3.1 Product categories

3.2 Product Description

1.	
2.	
3.	
4.	

3.3 Technology used / registered

4. Information about the product market

4.1 Describe existing and future markets

4.2 Designate existing and future customers/clients

4.3 Market share:

4.4 Geographical allocation:

4.5 Sales networks:

4.5 Marketing policy - methods and rate of penetration

4.6 What credit policy is applied?

4.7 Prices per package

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PRODUCT	WHOLESALE	RETAIL	EXPORT

4.7 Describe the competition

4.8 Describe the comparative advantages of the company's products and proposals for research and development

4.8 Describe how the company's comparative advantages vis-à-vis the competition will be retained

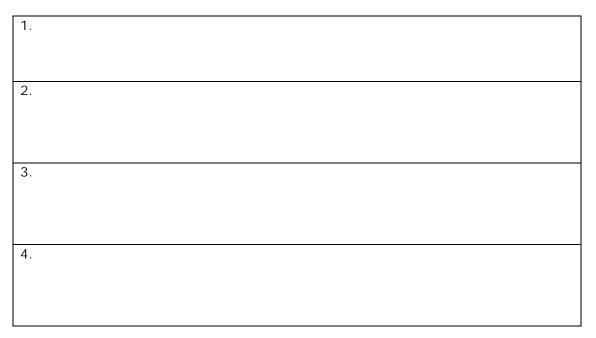
5. Production process

5.1 Describe the raw materials used and methods for securing their supply

5.2. Briefly describe the technology used

6.0 Management

61. Brief résumés of key executives



6.2 Outline of duties

6.3 Describe staffing needs

7. Total project cost

7.1 Key investment data / length of construction period

7.2 Installation cost breakdown

7.3 Working capital needs

8. Financial analysis

8.1 Forecasts for the next five years

Year	Turnover	Earnings	Cash Flow

8.2 What is the proposed financing scheme?

8.3 When is the investment expected to break even?

9. Capital required

9.1 Time schedule for capital required

Time period	Level of capital required	

9.2 Describe the expect return on investment

Net present value (NPV)	
Internal rate of return (IRR)	

9.3 Describe the degree of uncertainty in the return on investment

9.4 Brief sensitivity analysis (What would happen if key assumptions of the investment plan changed)

10. Investment strategic targets

Describe the company's strategic targets throughout the unit's economic lifecycle

Your business plan can be sent by email to the following address:

businessplan@attica-ventures.gr