



BUSINESS PLAN of the company:

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## 1. Summary

1.1 Describe the objective of this business plan

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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

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

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### 1.5 Level of financing and expected return

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## 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

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## 4. Information about the product market

### 4.1 Describe existing and future markets

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### 4.2 Designate existing and future customers/clients

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### 4.3 Market share:

### 4.4 Geographical allocation:

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4.5 Sales networks:

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4.5 Marketing policy - methods and rate of penetration

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4.6 What credit policy is applied?

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4.7 Prices per package

PRODUCT	WHOLESALE	RETAIL	EXPORT

4.7 Describe the competition

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

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

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## 5. Production process

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

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5.2. Briefly describe the technology used

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## 6.0 Management

6.1. Brief résumés of key executives

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2.
3.
4.

## 6.2 Outline of duties

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## 6.3 Describe staffing needs

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## 7. Total project cost

### 7.1 Key investment data / length of construction period

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### 7.2 Installation cost breakdown

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### 7.3 Working capital needs

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## 8. Financial analysis

### 8.1 Forecasts for the next five years

Year	Turnover	Earnings	Cash Flow

### 8.2 What is the proposed financing scheme?

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### 8.3 When is the investment expected to break even?

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## 9. Capital required

### 9.1 Time schedule for capital required

Time period	Level of capital required

### 9.2 Describe the expected return on investment

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

### 9.3 Describe the degree of uncertainty in the return on investment

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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](mailto:businessplan@attica-ventures.gr)