

**BUSINESS PLAN  
(ORGANIZATION NAME)**



Ali A. Rehman

Submitted in partial fulfillment of the requirements for the  
degree of Master / Bachelor of Business Administration

at

National University of Modern Languages  
Islamabad, Pakistan  
December 2008



**NATIONAL UNIVERSITY OF MODERN LANGUAGES**  
*Faculty of Management Sciences*

It is hereby certified that the Business Plan has been thoroughly and carefully read and recommended to the Faculty of Management Sciences for acceptance of Final Report. by Ali A. Rehman (Student Name), Roll No. \_\_\_\_\_, Session (Jan 2007 to Dec 2008) Mor / Eve, in partial fulfillment of the requirements for the degree of Master / Bachelor of Business Administration of National University of Modern Languages Islamabad.

Dated: Dec 15, 2008

Supervisor Name \_\_\_\_\_

Supervisor Signature \_\_\_\_\_

Panel Member Name \_\_\_\_\_

Panel Member Signature \_\_\_\_\_

Head of Department: \_\_\_\_\_

# Table of Contents

Table of Contents.....

## 1. Executive Summary

- Be written last, but should be come at first place.

### Content of Executive Summary

- Business concept / opportunity
- Financial requirements
- The market and financial features
- The competitive advantage
- Major Achievements (team, current business position, patent, location etc)

## 2. Business Description

- Introduction to business
  - History / introduction, Mission, goal & objectives
- Structure
  - Legal state
  - product / service oriented, wholesaler, retailer, manufacturing,
- Industry
  - Current outlook / trends
  - Future possibilities

## 3. Marketing Plan

- Market Size
- Describe what share of the market you currently have and/or anticipate
- Identify your target market / define your market.
- Competition (competitor analysis)
- Describe your channels of distribution
- Explain your sales strategy, specific to pricing, promotion, products and place (4Ps)
  - A picture or brochure of your products, menu / pricing table, billboard, ad which would be included in the plan's appendix

## 4. Operational Plan

- Product Design
  - Marketing aspect
  - Technical aspect
- Product development stages (in bond logistics, raw material, operations, out bond logistics)
- Manufacturing plan (no. of units produced periodically, proposed plant picture)
- Maintenance and support

## 5. Management Plan

- Organization chart
- Provide a brief bio description of key managers within the company
- Advisory Board, if applicable
- Board of Directors, if applicable

## 6. Development Plan

- Product development
- Market development
- Organizational development

## 7. Financial Management

### New Business (Assumptions)

- Estimate of start-up costs
- Projected balance sheet (1 year forward)
- Projected income statement (1 year forward)
- Projected cash flow statement (12 months forward)

### Existing Business

- Balance sheets (last 3 years)
- Income statements (last 3 years)
- Cash flow statement (12 months)

## 8. Appendices

- Company brochures
- Resumes of key employees
- List of business equipment
- Copies of press articles and advertisements (if available)
- Pictures of your business location and products (proposed)
- Information supporting the growth of your industry and/or products.
- Key business agreements, such as lease, contracts, etc. (optional)
- Registration certificate of your sole proprietor.

## **Business Plan Format**

The business plan should have the following format.

- One (1) inch margin on all sides of the paper
- Double line spacing
- Typeface in 12 point Times New Roman Style
- Topic Heading 14 points Time New Roman Style
- Page numbers at center bottom of the page

**Navy Blue color for BBA (4Year) / BSAF and Dark Green Color for M.COM / BBA (2Year) / MBA Executive & BBS for hard binding with silver monogram and text on outer title.**

## **Business Plan Must Include**

- Title Page
- Certificate of Acceptance
- Table of Content
- Text report
- References if any
- Appendices
- Supporting material (Letter of Completion of Internship from the organization)
- Internee Evaluation Performa filled by the organization

## **Business Plan Must Include**

Business Plan and comprehensive presentation

**NOTE: - Student must submit one copy of rough draft to supervisor in spiral binding for final approval before presentation and after the approval of supervisor, submit 03 approved copies with supervisor signature or approved email in admin staff office room 4.**

**Student must submit after defense or presentation final approved 01 Hard Copy and 01 Soft Copy with CD in admin staff office room 4.**