

## 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

## Business Plan Must Include

- Title Page
- Certificate of Acceptance
- Table of Content
- Text report
- References if any
- Appendices
- CV in last page
- **(After Defense For Final Hard Binding)** Supporting material (Internship Certificate from the organization **OR** Job Certificate with Stamp and Signature) Attached Photocopy of Internship Certificate **OR** Job Certificate and Original Letter only seen by department.
- **(After Defense For Final Hard Binding)** Internee Evaluation Performa filled by the organization (Attached Original Evaluation Performa with Stamp and Signature of the organization)
- **(After Defense For Final Hard Binding)** Soft copy of Business Plan in CD

## Business Plan Must Include

Business Plan and comprehensive presentation

**NOTE: 1) Students are to submit a copy of the rough draft in spiral binding to the supervisor for final approval of defence and after the supervisor approval, students should submit the approved copy with supervisor signature or approved email in the admin office of Management Sciences department. To be submitted in the official date.**

**2) Students must submit after successful defense or presentation final approved one Hard Copy and one Soft Copy with CD in admin office of Management Sciences department. (Within one week after defence)**

**Navy Blue color for BBA (4Years) / BSAF and Dark Green Color for BBA (2Years) for hard binding with silver monogram and text on outer title.**

**BUSINESS PLAN  
(ORGANIZATION NAME)**



Ali A. Rehman  
Zafar Ahmed

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 Department of Management Sciences for acceptance of Final Project by Zafar Iqbal (Student Name), Roll No. \_\_\_\_\_, Course \_\_\_\_\_ Session (Jan 2007 to Dec 2008) MOR / AFN, 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.

**NATIONAL UNIVERSITY OF MODERN LANGUAGES**  
**DEPARTMENT OF MANAGEMENT SCIENCES**

Dated: - \_\_\_\_\_

**SUPERVISOR CONSENT FORM**

**BBA / BSAF / BBA (2Years)**

1. **Name:** -----

**Roll No:** -----

2. **Name:** -----

**Roll No:** -----

**Business Plan Title:** \_\_\_\_\_

\_\_\_\_\_

**E-mail Address (Student):** -----

**Contact Number (Student):** -----

**Supervisor Name:** -----

Supervisor Signature

\_\_\_\_\_

Date Received: \_\_\_\_\_ Program Coordinator: \_\_\_\_\_

**BBA / BSAF / BBA (2Year) REPORT MEETINGS RECORD FORM**

Name of Students: \_\_\_\_\_

Roll No: \_\_\_\_\_, Semester: \_\_\_\_\_

Credits Registered: \_\_\_\_\_

**Progress and Meeting Record**

S.NO	Date	Venue	Purpose	Progress and Comments
1				
2				
3				
4				
5				

To be filled in by Supervisor

Name of Supervisor: \_\_\_\_\_

Topic of Report: \_\_\_\_\_

\_\_\_\_\_  
Date & Signature of Supervisor\_\_\_\_\_  
Date & Signature of Program Coordinator