**ANNEX Z**

**DOLE KABUHAYAN PROGRAM**

**GROUP BUSINESS PLAN**

**PROJECT BRIEF**

|  |  |  |
| --- | --- | --- |
| Proponent ACP/Proponent Beneficiary | : |  |
| Proposed Business/Project | : |  |
| No. of Beneficiaries | : |  |
| Total Project Cost | : |  |
| * DOLE Support | : |  |
| * Proponent ACP/Proponent Beneficiary | : |  |
| * Others | : |  |
| **Total** | : |  |
| Contact Person | : |  |
| Contact Number | : |  |

**II. EXECUTIVE SUMMARY**

* Marketing Aspect
* Production Aspect
* Management Aspect
* Financial Aspect
* Collaboration of Stakeholders’ Commitments (Organization/ACP, beneficiaries, etc.)

***III. ORGANIZATION/ACP/PROPONENT OVERVIEW***

History, structure and organization

Strategic direction

People and relevant skills and expertise

Address/location

***IV. INTRODUCTION***

1. Background Information
2. Purpose and objectives of the proposed business/project
3. Direct and indirect beneficiaries
4. Brief description of the proposed business

***V. THE PROPOSED BUSINESS/PROJECT***

**A Marketing Plan**

Describe/specify the following:

Analysis of the market

* + - How the business would fit in
    - Who are the competitors
    - What are the opportunities/threats

Products or services to be offered

* + - Quality
    - Affordability

Brand strategy

* + - What makes the product/service unique
    - Advantage against competitors

Distribution strategy

* + - How big is your volume requirement
    - What is your delivery schedule
    - What is your mode of selling (cash or credit or both)

Product strategy

* + - How you will sustain the delivery of product/service

Pricing strategy

* + - What is your buying price
    - What is your selling price (mark-up)

Promotion strategy

* + - How you will promote your product/service

Prospective Buyers

* + - Who are your buyers
    - Where are they
    - How big is your market share

**B. Production Plan**

Describe/specify the following:

* Production Cycle (step by step procedures in producing the product/service)
* Plant/Workplace (building, size, lay-out, location)
* Raw Materials (how many, availability from supplier, cost)
* Facilities required and their production capacity (equipment, tools and materials)
* Personnel (how many directly involved, production capacity, skills/training needed, support services, remuneration)
* Safety and Health (safety measures, protective gears)
* Productivity (production capacity of personnel/equipment)
* Space (total area for production, stockroom for raw materials, office/transaction space)

***C. Management Plan***

Describe/specify the following:

* Composition of Project Management Team
* Specific Duties and Responsibilities
* Organizational Structure
* Tasks Assigned to Production Workers
* Specific training needs
* Commitment of Stakeholders
* Profit sharing scheme

**D. Financial Plan**

***Monthly Working Capital Requirement***

a. Cost of Direct Raw Materials

|  |  |  |  |
| --- | --- | --- | --- |
| **Materials** | **Unit Cost** | **Quantity** | **Total Cost** |
|  |  |  |  |
| **Total** | | |  |

b. Cost of Direct Labor

|  |  |  |  |
| --- | --- | --- | --- |
| **Labor** | **Rate** | **Quantity** | **Total Cost** |
|  |  |  |  |
| **Total** | | |  |

c. Overhead Cost

1. PMT Supervision/Administrative Cost

|  |  |  |  |
| --- | --- | --- | --- |
| **Position** | **Rate** | **Quantity** | **Total Cost** |
|  |  |  |  |
| **Total** | | |  |

2.\* Marketing Cost : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.\* Utilities : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.\* Transportation : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5 .\* Rent : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6.\* Others : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***(Note \* : Show breakdown of computation)***

1. Capital Outlay (Equipment/Tools)

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Unit Cost** | **Quantity** | **Total Cost** |
|  |  |  |  |
| **Total** | | |  |

e. Pre-Operating Costs

* + 1. Cost of Trainings (Show computation per training)
    2. Licenses/permits
    3. Other attendant costs

1. ***Total Project Cost***

| **ITEM** | **TOTAL COST** | **FUNDING SOURCE** | | | |
| --- | --- | --- | --- | --- | --- |
| **DOLE** | **Proponent/**  **Org** | **Beneficiaries** | **Others** |
| 1. Land |  |  |  |  |  |
| 1. Building |  |  |  |  |  |
| 1. Working Capital |  |  |  |  |  |
| Raw Materials |  |  |  |  |  |
| Labor |  |  |  |  |  |
| Equipment |  |  |  |  |  |
| Overhead/  Administrative Cost |  |  |  |  |  |
| * Rent * Marketing * Utilities * Transportation |  |  |  |  |  |
| 1. Pre-Operating Expenses |  |  |  |  |  |
| * + - * Training |  |  |  |  |  |
| * + - * Licenses/Permits |  |  |  |  |  |
| * + - * Others |  |  |  |  |  |

* + - * 1. **Financial Statements (three (3) year period)**
      * Income Statement (Profit-and-Loss Statement)
        + How much does the business earn over a given period of time
  1. Cash Flow Statement
* How much cash is needed to meet monthly obligations, when will it be needed and where it is coming from
  + - * Balance Sheet Statement
        + Summary of all financial data at a given point in time showing the business’ growth in terms of net worth

**E. Stakeholders’ Commitments**