



### **1.0 Business Description-**

- What do you hope to achieve in your business?
- What are your business goals?
- Do you provide a service or a product?

### **2.0 What is your opportunity-**

- why do you think this an opportunity?
- what indicators make you think this way?

### **3.0 Marketing and sales strategy-**

- develop a detailed profile of your market?
- why is your product profitable?
- who are your customers and why?
- why is the product profitable?
- general pricing of the product
- suppliers
- Advertising

### **4.0 Your team-**

- what is your plan for staff recruitment
- pay scales
- vacations
- insurances
- Human resources

## **5.0 General operations-**

- Location
- rent, lease or buy
- equipment and technology
- hours of operation
- government legislation

## **6.0 Financial overview**

- Expected first year revenue
- expected COGS (cost of goods sold)
- expected expenses
- what is the capital you feel you require for start-up?

***Upon completion of this general business plan please send back to CGB Ventures where it will be assessed and a representative will contact you will further information***

**NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

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