

Code Number	
Age	
Sex	
Sector	
Status of the Business	

Part I

A. General Information of the Business

1. Business Profile

1.1. Name of the Business _____

1.2. City _____ Woreda _____ Kebele _____

Tel. Mobile _____ Office _____

1.3. Summary of major problems/gaps identified/what problems are you solving for your customers? _____

1.4. Summary of the solutions/ products provided or simply what does your product do for customers? _____

1.5. What is unique about your solution/product (in terms of technology/relationships)? _____

1.6. Customer Traction: Success so far?/pilot customers? _____

B. Team

1.7. Profile of the entrepreneurs

No.	Name	Position in the Enterprise	Education Level	profession	Additional Skill and Experience
1					
2					
3					

1.8. **Team Experience:** What relevant experience and skills does your team have that supports your story? Brands worked for? Achievements? Sales success?

Part III

2. Investment, Market linkage, Credit History and Working Capital

2.1. Investment: Have you invested money so far? How much are you looking for now?

2.2. Do you have any contractual work agreement (market linkage) with any organization?

Yes No (if yes, attach copy of the agreement)

2.3. Did you borrow from any Bank/Micro Finance Institution towards the implementation of your project? Yes No

- If yes: Name of the Bank/micro Finance Institute _____
- Current outstanding Loan balance _____
- Amount of total planned working Capital you need for the year _____

No	Working Capital Items/Description	Name of the Supplier	Measurement	Working Capital/Purchase plan		
				Quantity	Unit cost in ETB	Total value in ETB
1						
2						
3						

Part III

3. Information about planned machinery requirement (if any)

3.1. Types of Machinery Requested

No.	Name of the Machine/Vehicle	Quantity	Price of the Machine/Vehicle		Machine/Vehicle Specification (Model)
			Estimated Unit Price	Estimated Total Price	
1					
2					
3					

3.2. Have you identified the machinery/vehicle supplier? Yes No If yes, specify the name and address of the supplier _____

Part IV

4. Assets Owned and Liability Owed on the Date of the Application (if any)

No.	Type of the Assets and Liability	Amount in Birr
ASSETS		
1	Cash on hand	
2	Cash at Bank	
3	Raw materials/Inventory in Stock	
4	Receivables	
5	Finished Goods in Stock	
6	Computers and Printers	
7	Furniture and Equipment	
8	Other Assets (if any)	
9	Types of machinery and Tools (if any):	
	1.	
	2.	
	3.	
	4.	
10	Value of vehicles (if any)	
11	Value of owned Building (office or workshop)	
	1. Office	
	2. Workshop	
Total Assets		
LIABILITIES		
12	Loan (Credit):	
Total Liabilities		

Part V

5. Production Plan

5.1 Raw material Required for the next 12 months (one year)

No.	Raw Material type	Measurement	quantity	Row Material Cost	Total cost	Remark
1						
2						
3						

5.2 Manpower (Labor) Required for the next 12 months (One Year)

No.	Position	Salary	
		Monthly	Annually
1			
2			
3			

5.3 Summary of Other Cost

No.	Particulars	Amount		Annual	Remark
		Birr	Cents		
1	Electric & Water				
2	Transportation				
3	Depreciation Cost				
4	Maintenance				
5	Telephone				
6	Rent				
7	Advertisement				
8					

Part VI

6. Marketing Plan

6.1. Annual Sales Plan

No.	Product Type	Measurement	Quantity	Unit Sales Price		Total Sales		Remark
				Birr	Cents	Birr	Cents	
1								
2								
3								
Total								

6.2. Marketing Strategies, Opportunities, Threats and Others

6.2.1. Major Customers

6.2.2. Geographical Distribution of Customers

6.2.3. Promotion and Advertisement Strategies

6.2.4. Major Competitors

No.	Name of Competitors	Location/Address of Competitors	Strength of Competitors	Weakness of Competitors	Competitive advantages
1					
2					
3					

6.2.5. Opportunities

6.2.6. Threats/Challenges

6.2.7. Methods to overcome the Threats/Challenges

6.2.8. Channel of Product Distribution

6.2.9. Pick Season for Product Sales

FINALLY...

6.3. Why You? Why do you care solving this problem for your customers? How has your life been affected by this industry and business?
