**Business Plan**

| **Applicant Name**  |  |
| --- | --- |
| **Amount**  |  |
| **Purpose** | Write in detail the purpose of this QH |
| **Prospective Customers** |  |
| **Current Sale** |  |
| **Target Sales** |  |
| **Profitability** |  |

| **Business Name** |  |
| --- | --- |
| **Brand Name**  | (own or other brands you deal with) |
| **Business Type** | (Trader, Stockist, Supplier, Manufacturer, others - please specify  |
| **Partners** | Name all partners -  |
|  |
| **Business Description**  | (Please describe your business model)  |
| **Investment**  | (TOTAL including own funds + QH) |
| **Source of Funds** |  |

| **PREVIOUS QH DETAILS** |
| --- |
| Have you Taken QH from MQHT before? If yes please state Details : Amount, Period and Purpose. |  |
| Did that QH help you solve your purpose :  | Yes / No. If Not, why? |
| Have you or your business seen growth due to that QH. | IF Yes, Please state what growth you have seen?(please state with numbers)If not, Please state the reason. |
|  |  |

| **SWOT ANALYSIS** |
| --- |
| **Strength (Min. 3)** | **Weakness (min. 3)** |
| **Opportunity (min 1)** | **Threat (min.1)** |

**PRODUCT DETAILS**

| **Product / Service** | **Description (Describe its Features and Benefits)** | **Value** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

| **Unique Selling Proposition** | kj |
| --- | --- |
| **Anticipated Demand** |  |
| **Pricing strategy** |  |
| **Growth Potential** |  |

| ***RISK MANAGEMENTS***List the Potential Risks that could impact your business  |
| --- |
| **RISK** | **IMPACT**(High Medium or Low) | **STRATEGY** (The Action you will take to minimize or mitigate the potential risk) |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

| **CUSTOMERS** |
| --- |
| **CUSTOMER DEMOGRAPHICS** (The location of your potential Customers) |  |
| **POTENTIAL CUSTOMERS** |  |

| **ACTION PLAN** |
| --- |
| **MILESTONES** (what are theConstructions / business milestones you need to achieve starting from today) | **DATE OF EXPECTED COMPLETION** | **PERSON RESPONSIBLE** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

| **FUNDS UTILISATION REPORT** |
| --- |
|  |  |
|  |  |
|  |  |
|  |  |
| ***TOTAL*** |  |
| ***from Business Rotations*** |  |
| ***Funds from Qardan Hasana*** |  |

| **CONSTRUCTION DETAILS** |
| --- |
| Land Ownership - (Cost of Land and when purchased) |  |
| Purpose of the Construction |  |
| Total Area to be Constructed |  |
| Cost of Construction  |  |
| Estimated time for Completion of Project |  |

**Please Add photos of the existing Site and also drawings / project plans in this document below:**

The above information in this document is private and confidential. Please be rest assured that this document shall be in safe keeping with the members of MQHT. These observations have been made by QH & TR member on the basis of contact with the applicant and the information provided by them.

**Applicant MQHT Tijarat Rabeha**