**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** |  |
| --- | --- |
| **Anticipated Demand** |  |
| **Pricing strategy** |  |
| **Growth Potential** |  |

**FINANCIALS**

| **Income Report & Projections** |
| --- |
|  | **Last FY** | **Current FY** | **Projected for Next FY** |
|  |  |  |  |
| *Annual Revenue* |  |  |  |
| **Total Revenue** |  |  |  |
| *Sales per month* |  |  |  |
|  |  |  |  |
| **Cost of operations** |  |  |  |
| **Variable cost** |  |  |  |
| **COGS** |  |  |  |
| *COGS @85%* |  |  |  |
|  |  |  |  |
| **Fixed cost** |  |  |  |
| Employee Cost |  |  |  |
| Rent |  |  |  |
| Electricity |  |  |  |
| Internet and Others |  |  |  |
| Software renewable/AMC cost |  |  |  |
| Marketing |  |  |  |
| Misc |  |  |  |
| Personal Drawings |  |  |  |
| **Total Expenses** |  |  |  |
| **EBITDA** |  |  |  |
| **Net Margins** |  |  |  |
|  |  |  |  |
| **Project Cost** |  |  |  |
| ROI (%) |  |  |  |
| Cumulative ROI (%) |  |  |  |
| **Payback (Yrs)** |  |  |  |

**CASH FLOW STATEMENT - PLEASE ENTER IN GOOGLE SHEET PROVIDED**

| **Cash/Fund Flow Statement** | **APRIL** | **MAY** | **JUNE** | **JULY** | **AUGUST** | **SEPT** |
| --- | --- | --- | --- | --- | --- | --- |
| OPENING BAL |  |  |  |  |  |  |
| ***Inwards*** |  |  |  |  |  |  |
| Sales |  |  |  |  |  |  |
| Funds from OWN |  |  |  |  |  |  |
| Funds from Family / Friends |  |  |  |  |  |  |
| Funds from Qardan Hasana  |  |  |  |  |  |  |
| Total Incoming |  |  |  |  |  |  |
| ***Outwards*** |  |  |  |  |  |  |
| **Fixed Expenses** | -0 |  |  |  |  |  |
| *Salaries* |  |  |  |  |  |  |
| *Advertising/Marketing* |  |  |  |  |  |  |
| *Utilities (Electricity)* |  |  |  |  |  |  |
| *Partner Remuneration / Personal Drawings* |  |  |  |  |  |  |
| *Internet & Telephone* |  |  |  |  |  |  |
| *Rent* |  |  |  |  |  |  |
| *Establishment Maintenance* |  |  |  |  |  |  |
| *Fuel and Vehicle Maintenance* |  |  |  |  |  |  |
| *Audit fees* |  |  |  |  |  |  |
| *Miscellaneous / Others* |  |  |  |  |  |  |
| Raw Materials/Purchases | 0 |  |  |  |  |  |
| QH Repayment |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Balance** |  |  |  |  |  |  |

| **Marketing Plan** |
| --- |
| Types of Marketing Done. (Strike off which are not applicable) | Digital {Youtube/Instagram/Facebook/Linkedin/DBohra} / Door 2 Door / Outdoor / Email / Networking (BNI etc) / Whatsapp / Dealer Meets / Others -Please Specify :  |
| Online Listing of Business Firm | Google Business / Indiamart / Trade India / Just Dial / GEM |
| Who does the Marketing ?(Owner / Employees) | Owner |
| What is the marketing Spends in the Year? | Centrally Done - |
| Is there any Budget that you have set? |  |
| Do you have a Website? If not why? if yes please mention |  |
| Do you have any marketing Ideas. Please Share? |  |
| What are your hindrances in Marketing? | Lack of Ideas / Time / Funds. Please Explain -  |
| What are the steps in marketing will you take to grow your business?  |  |

| ***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 the 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*** |  |

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**