

Dubai Technology & Media Free Zone Authority

**Business Plan Template for:
Dubai Outsource Zone**

To be used as part of the “TECOM Business Partner Screening Process”

Guidelines to submit business plan

- The prospect is required to submit a comprehensive business plan.
- This document is a guideline to the expected detail of the business plan.
- The sections in **red and with a star** are compulsory to submit.
- The other sections are not compulsory but are highly recommended to fill that it will be additionally advantages for the evaluators.
- The Financial plan section could be presented in any form as long as it encompasses all the relevant data.

The Title Page should include

- Company Name
- Date
- Business Plan Copy Number [x]
- Name of point man in financing
- Title
- Contact details
- Company home page (if available)
- Attachments (i.e. Financial Plan)

TABLE OF CONTENT

EXECUTIVE SUMMARY *	4
THE BUSINESS	4
REGULATIONS AND PERMITS.....	4
STRATEGIC ALLIANCES *	4
PRODUCT OR SERVICE	4
UNIQUE FEATURES OR PROPRIETARY ASPECTS OF PRODUCT *	4
VENDORS *	4
THE MARKET	5
MARKET DEFINITION *	5
MARKET RESEARCH *	5
MARKET SEGMENT *	5
MARKETING	5
POSITION *	5
ADVERTISING, PROMOTION, TRADE SHOWS.....	5
COMPETITION & RISK *	6
COMPETITION	6
BUSINESS RISKS.....	6
MANAGEMENT TEAM	6
OWNERSHIP *	6
PROFESSIONAL SUPPORT.....	6
BOARD OF [ADVISORS, DIRECTORS] *	6
CAPITAL REQUIREMENTS *	7
FINANCIAL PLAN	7
ASSUMPTIONS *	7
INCOME STATEMENTS *	7
BALANCE SHEET SUMMARY.....	7
CASH FLOW AND BREAK EVEN ANALYSIS	7
ACTUAL CASH FLOW STATEMENTS	7
FORECAST CASH FLOW STATEMENT *	7
EXHIBITS	8

Executive Summary *

The executive summary should include the main points of the entire document.

The summary should be no longer than two pages.

The Business

What is the core business of the company?

Regulations and permits

What kind of permits/ regulations do you need to operate in your target market?

How will you obtain these permits?

Strategic Alliances *

Does the company have a strategic alliance? If so state the details of the partner and the nature of the alliance. Including the risk and opportunities of this alliance.

Product or Service

What burning marketplace needs are addressed by your products/services?

What value do you add to your products/services?

Put a list of services the company offers in order of highest sales or significance in product line?

What are the critical factors in the delivery of your services/products?

Unique features or proprietary aspects of Product *

What is the uniqueness of your products and services?

What is the differentiator of your products and services compared to competitors?

Vendors *

Do you have multiple supply sources?

Who are your suppliers, or potential suppliers?

The Market

Market Definition *

What markets are you competing in?

What is your niche market?

What is the market facts you obtained and wish to target? Identify where you got this information, and how up to date it is.

Market Research *

Has the company conducted a market study of the target market?

If so, state the supporting details to your business

Market Segment *

Define your market segment?

List, in general, the types of customers you are likely to reach?

What is the weakness of your services/products in your market segment?

Marketing

How are you planning to penetrate in the above segment(s)?

What will be your primary marketing channel?

What percentage of market share do you plan to obtain in your first two years of operation?

Position *

How will you position your products/Services? (good value for price, top quality, cheap and fun)

Which is a position not presently being addressed by the competition?

Advertising, promotion, trade shows

What is the advertising and promotion strategy?

What would be the most efficient method? product sampling, demonstrations, pilot projects, etc

What trade shows would you likely participate in?

Competition & Risk *

Competition

Tell us about key competitors in regard to product/service, price, location, promotion, management, and financial position.

Who do you compete directly with?

Does the competition use the same or different suppliers?

Business Risks

What risk Does your organization face?

What is your strategy to face these risks?

Management Team

State the competencies in your management team?

List the people in the management with their titles, and attach their CV's

Ownership *

List the persons or organizations that are significant owners of the company, list shares held and percentages of ownership?

Professional Support

Do you have any professional services such as Corporate Attorney,

Accounting Firm, Other Consultants? If so list companies and the nature of the service

Board of [Advisors, Directors] *

Does the company have a board of advisors, if so, list names, and current positions of the individuals.

Capital Requirements *

What is the capital required?

What is the breakdown of funds that would be spent:

- Complete development [AED]
- Purchase S/W, H/W [AED]
- Market the new/next product line [AED]
- Fund working capital [AED]
- Other [AED]

What is the payback period of these funds?

Financial Plan

Assumptions *

State the main assumptions of your business?

- Number of forecasted clients
- Size of forecasted clients
- Other related assumptions

Income statements *

An income statement, otherwise known as a profit and loss statement, is a summary of a company's profit or loss during any one given period of time, such as a month, three months, or one year. The income statement records all revenues for a business during this given period, as well as the operating expenses for the business. The income statement would include:

- Revenue
- Operating expenses

Balance Sheet Summary

Comment on any large or unusual items, such as other current assets, other accounts payable, or accrued liabilities.

Cash Flow and Break Even Analysis

Please provide the following data

Actual Cash Flow Statements

These show an historic view, showing the actual flows of cash into and out of a business that have occurred over a previous trading period, e.g. 6 months, or 1 year.

Forecast Cash Flow Statement *

The Cash Flow should show the expected flows of cash into and out of a business over a trading period in the immediate future, e.g. next 3 year.

Exhibits

- Product literature and brochures
- Sales sheets
- Media coverage
- Clips from industry publications
- Relevant patents
- Market research data
- Past advertising campaigns
- Other