WBS

MANAGEMENT CONSULTANCY

Plan • Strategize • Grow



BUSINESS PLAN
TABLE OF CONTENT

Expert Consulting | Strategic Solutions | Sustainable Growth | Global Perspective

WBS MANAGEMENT CONSULTANT

BUSINESS PLAN | STANDARD PACKAGE

Table of Contents of Report - Standard Package (Deliverables)

1. Executive Summary

a) About Us
   i. Our Mission Statement
   ii. Our Vision Statement
b) Description of Business Concept
c) Products or Service Offering
d) Overall Concept
e) Financial Outlook Summary
f) Financial Highlights for Project
g) Project Financial Analysis
h) Market Highlights

2. Standard Industry & Market Analysis

a) GCC Market Overview
b) UAE Market Overview
c) DESTEL Analysis of UAE
   i. Demand Overview of UAE Market
   ii. Demand Stements of this Markets
   iii. What are Future Trends of this Market?
   iv. What in the Demand of these Services in Current Market?
   v. What are the Market Segments and Target Market?
   v. Locational Analysis

3. Standard Competitor's Analysis

a) Competitor's Products & Services Offeringes and their Prices
b) Market Share Analysis of Top Payers
c) Competitor's Analysis regearding Social Media ii.e., Facebook, Linskelllo etc.

4. Standard SWOT Analysis

a) Regarding Strength and Weakness
b) Opportunities & Challenges
c) Challenges for this Business
d) Special Challenges / Risk Factors

5. Standard Sales & Marketing Plan

a) Advertisement & Promotion Plan
b) Marketing Strategy & Implementation
c) Sales Strategy & Implementation
d) Google Ads
e) Website
f) Advertisement Plan
g) Aenocation Plan
h) Referral

6. Standard Operational Plan

a) Service Delivery - How this Business will deliver their service?
b) Personnel - How many Stoff of People will be there?
c) Administration - Who will be the Operation Manager to run the Business?
d) Customer Service - How to handle the Customer Service of this Business?
e) Customer Service & Operations, Utilities and other Costs, Quality Control?

7. Standard Human Resource Plan

a) Human Resource - How many will be required in this Business?
b) Strategic Planning - In Coming Five Years, what would be the Recruitments of Personnel?
c) Management of Team Summary

8. Standard Risk & Mitigation Strategies

a) Business Model Risk
b) Operational Risk
c) Financial Risk
d) Technological Risk
e) Credit Risk
f) Legal Risk
g) Compliance Risk
h) Risk of Implementation

9. Standard Financial Plan

a) Project Capex Summary
   i. Project Startup Summary
   ii. Project Capital Structure
   iii. Land & Building Requirement
   iv. Fixture Revenurg
   vi. Utilities & Other Costs
   vii. Humanly Deposit Agannst Building
   xix. Working Capital
   a) Projected Balance Sheet
   b) Projected Interme Shment
   c) of Cash Analysis
   e) Fixed Assets Schedule
   f) Projected lot of Long Tesm
   g) Betak Analysis
   h) Betain on Investment (EBI)
   j) Risk analysis or Exit loan:
      i. Risk Analysis -1 - Sensitivity Analysis
      ii. Risk Analysis -2 - Scenario Analysis
   j) Growth Strategy & Exit Plan

(5-Years Pro Forma)

1. Appendix A. Year
2. Appendix A Yfear
3. Appendix C Incom
4. Appendix D Inom Flow
4. Appendix C Flash Statent
5. Appendix F Projected Revenue/ Forecast
6. Appendix G Operating Openses

Standard Key Assumptions

5. Revenue Assumptions
6. Expense Assumptions
8. Fixed Assets Schedule Assumptions

Standard References

2. Useful Web Links and Contacts