**MEKDELA AMBA UNIVERSTY**

**COLLEGE OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

Entrepreneur Individual assignment for extension students

Summation date. May/20/2012 E.C

 Total mark, 30(point)

* ***Make sure that the business plane* is not the same with other students.**

1. Prepare the business plan based on the business plane format?

**Based on this Format of a business plan report.**

1. Cover Sheet(Name of the company, address, promoters)
2. Table of content
3. Executive summary
4. The business
	1. Objective of setting up business
	2. Brief history of past performance (if any)
	3. Form of ownership
	4. Name, qualification of the owner
	5. Proposed/head quarters
5. The funding requirement
	1. Debt
	2. Equity
6. The product/service
	1. Description of product/service
	2. Patents, trademarks, copyrights

VII. The plan

* 1. Marketing plan
* Market demography
* Strength and weakness of competition
* SWOT analysis of the market
* Marketing strategy mix
	1. Operational plan
1. Plant location
2. Plant layout
3. Material requirement
4. Inventory management
5. Quality control
	1. Organizational Plan
	* Organizational chart
	* Detail about the board of directors
	* Manpower planning
	1. Financial plan
* For existing companies, a summary of previous financial data
* Projected sales
* Projected income and expenditure statement
* Projected breakeven point
* Projected profit and loss statement
* Projected balance sheet
* Projected cash flow

VIII. Critical Risks

IX. Exit strategy

X. Appendix

a. CV of the owner

b. Ownership agreement

c. Articles of association