

Vanuatu Foreign Investment Promotion Agency



Business Plan Template

Contents

Business Plan	3
Investment details	3
Business/Company Name.....	3
Business Overview	3
Business Structure	3
Organizational Structure	3
Owner Experience & Expertise	3
Staff Capacity Building plan	3
Market Research	3
Product/Services.....	3
Target Market	3
Market Position	3
Product/Service Unique Selling Proposition (USP).....	3
Pricing Method.....	3
Product/Service Growth Potential	3
Risk Management Strategy	3
SWOT Analysis.....	3
Financial Information	5
Funding Source.....	5
Expenditure Analysis	5
Profit and Loss Statement.....	5
Cash flow Projection	5

Business Plan

Investment details

Business/Company Name

(Please state the business/company name as registered with VFSC)

Business Overview

(Please clearly outline in brief what your business/company will be engaged in. Please state why you have chosen Vanuatu as your investment destination. Please indicate your business/company anticipated timeframe for full implementation)

Business Structure

Organizational Structure

(Clearly outline business/company organizational structure)

Owner Experience & Expertise

(Clearly detail relevant investor experience/expertise in investment proposal sector. Please provide evidence of qualifications.)

Staff Capacity Building plan

(Please clearly outline a training plan for employees including relevant training whether formal or informal)

Market Research

Product/Services

(Please indicate what products or services your business/company will be offering. Include the source of origin of any product/service whether you will source it locally or abroad)

Target Market

(Please state your product/service target market both domestically and internationally)

Market Position

(Please indicate your product/service market position domestically)

Product/Service Unique Selling Proposition (USP)

(Please indicate your product/service unique selling proposition. State clearly what sets your product/service apart from similar or like products already on the market)

Pricing Method

(Please indicate your pricing strategy taking into careful consideration domestic and international market factors)

Product/Service Growth Potential

(Please indicate your product/service potential growth)

Risk Management Strategy

(Clearly outline your risk management strategy)

Risk	Likelihood	Impact	Strategy

SWOT Analysis

(Provide a SWOT analysis of your product/service)

Financial Information

Funding Source

(Clearly state your funding availability including your funding source with its value)

Expenditure Analysis

(Please outline an expenditure analysis for your business/company)

Profit and Loss Statement

(Provide details of your profit and loss summary)

Cash flow Projection

(Please outline your 3 years cash flow projection)