

## **Structure of the business growth plan**

*The recommended page limit is not compulsory but intended to serve as a guideline. We're interested in the clarity of your idea so don't hesitate to use diagrams or graphs to illustrate your points.*

### **1. Company profile**

- Include a short narrative around your main activities, years of experience; staff (male/female/ young people); client categories (sectors; small/big businesses; urban/rural)
- Provide your understanding of your company's position within the market (competition, market trends)

*[Recommended length: 1page max]*

### **2. Vision and growth strategy**

- What is your business growth vision in the medium and long term? Where do you see your company in the future?
- What do you want to change? It could be improving a service you already offer, adding a new service, developing a product...
- Why do you want to change it?
- How will you change it?
- How will it change the way your business works?
- How many jobs will it create (directly and indirectly) over the next 3 years? Can you provide an estimate of how many will be young people?
- Business plan of the new activity (see "Business Plan-Financial Part", in excel )

*[Recommended length excluding the "Business Plan-Financial Part": maximum 2 pages]*

### **3. Marketing Strategy**

- A brief description of your sustainable tour packages to be promoted including geographic location and unique selling points?
- Provide a clear competitive analysis?
- Explain which new market are targeting and why you believe there is demand for such a product
- Provide a marketing strategy on how you plan to sell the tour packages to the new markets, and the projections of the numbers of tourist and in time?
- Estimate sales forecasts, and whether an increase in sales will lead to developing other similar packages etc

*[Recommended length excluding the "Business Plan-Financial Part": maximum 2 pages]*

### **4. Beyond RisiAlbania's support: sustainability**

- Why are you not already making the change? What are your constraints?
- How do you plan the continuation of the change after Risi's support? How will the change be self-sustainable?

*[Recommended length excluding the Annex: maximum 1 page]*