ANNEX Z

DOLE KABUHAYAN PROGRAM
GROUP BUSINESS PLAN

PROJECT BRIEF

Proponent ACP/Proponent Beneficiary	:	______
Proposed Business/Project	:	______
No. of Beneficiaries	:	______
Total Project Cost	:	______
● DOLE Support	:	______
● Proponent ACP/Proponent Beneficiary	:	______
● Others	:	______
Total	:	______
Contact Person	:	______
Contact Number	:	______

II. EXECUTIVE SUMMARY

- Marketing Aspect
- Production Aspect
- Management Aspect
- Financial Aspect
- Collaboration of Stakeholders' Commitments (Organization/ACP, beneficiaries, etc.)

III. ORGANIZATION/ACP/PROPONENT OVERVIEW

History, structure and organization
Strategic direction
People and relevant skills and expertise
Address/location

IV. INTRODUCTION

A. Background Information
B. Purpose and objectives of the proposed business/project
C. Direct and indirect beneficiaries

D. Brief description of the proposed business

V. THE PROPOSED BUSINESS/PROJECT

A Marketing Plan

Describe/specify the following:

Analysis of the market

- ✔ How the business would fit in
- ✔ Who are the competitors
- ✔ What are the opportunities/threats

Products or services to be offered

- ✔ Quality
- ✔ Affordability

Brand strategy

- ✔ What makes the product/service unique
- ✔ Advantage against competitors

Distribution strategy

- ✔ How big is your volume requirement
- ✔ What is your delivery schedule
- ✔ What is your mode of selling (cash or credit or both)

Product strategy

- ✔ How you will sustain the delivery of product/service

Pricing strategy

- ✔ What is your buying price
- ✔ What is your selling price (mark-up)

Promotion strategy

✔ How you will promote your product/service

Prospective Buyers

✔ Who are your buyers

✔ Where are they

✔ How big is your market share

B. Production Plan

Describe/specify the following:

- Production Cycle (step by step procedures in producing the product/service)
- Plant/Workplace (building, size, lay-out, location)
- Raw Materials (how many, availability from supplier, cost)
- Facilities required and their production capacity (equipment, tools and materials)
- Personnel (how many directly involved, production capacity, skills/training needed, support services, remuneration)
- Safety and Health (safety measures, protective gears)
- Productivity (production capacity of personnel/equipment)

Space (total area for production, stockroom for raw materials, office/transaction space)

C. Management Plan

Describe/specify the following:

- Composition of Project Management Team
- Specific Duties and Responsibilities
- Organizational Structure
- Tasks Assigned to Production Workers
- Specific training needs
- Commitment of Stakeholders
- Profit sharing scheme

D. Financial Plan

Monthly Working Capital Requirement

a. Cost of Direct Raw Materials

Materials	**Unit Cost**	**Quantity**	**Total Cost**
Total			

b. Cost of Direct Labor

Labor	Rate	Quantity	Total Cost
Total			

c. Overhead Cost

1. PMT Supervision/Administrative Cost

Position	Rate	Quantity	Total Cost
Total			

2.* Marketing Cost : ________________________

3.* Utilities : ________________________

4.* Transportation : ________________________

5 .* Rent : ________________________

6.* Others : ________________________

(Note * : Show breakdown of computation)

d. Capital Outlay (Equipment/Tools)

Item	Unit Cost	Quantity	Total Cost
Total			

e. Pre-Operating Costs

i. Cost of Trainings (Show computation per training)
ii. Licenses/permits

iii. Other attendant costs

2. Total Project Cost

ITEM	TOTAL COST	FUNDING SOURCE			
		DOLE	Proponent/ Org	Beneficiaries	Others
1. Land					
2. Building					
3. Working Capital					
Raw Materials					
Labor					
Equipment					
Overhead/ Administrative Cost					
• Rent • Marketing • Utilities • Transportation					
4. Pre-Operating Expenses					
• Training					
• Licenses/Permits					
• Others					

a. Financial Statements (three (3) year period)

- Income Statement (Profit-and-Loss Statement)
  - ✔ How much does the business earn over a given period of time

b. Cash Flow Statement

- ✔ How much cash is needed to meet monthly obligations, when will it be needed and where it is coming from

- Balance Sheet Statement
    - ✔ Summary of all financial data at a given point in time showing the business' growth in terms of net worth

E. Stakeholders' Commitments