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| Description: E:\MENTORSHIP\Mentorship_Marketing Communications\YBTT Logo Small.png | **Entrepreneur**  **Business Plan** |

## Owner & Business Information

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| Name 1: | Male  Female | D.O.B: |
| Name 2: | Male  Female | D.O.B: |
| Business Name | | |
| Business Address: | Home Address 1: | |
|  |  | |
|  | Home Address 2: | |
|  |  | |
| Business Contact #: | Contact # 1: | |
| Fax #: | Contact # 2 | |
| E-Mail: | Other Email: | |
| Contact Preferences (Phone/Email/Time): | | |
| Click to Place Business Logo (if applicable): | | |

## BUSINESS PLAN SUMMARY

*The summary would help readers to quickly understand the business concept, what products or services you will be offering and how you intend to meet financial obligations. It would also bring together all the main points of the business plan to demonstrate the soundness of the business idea. It is recommended that this section be completed last. Your business’s Mission and Vision should be stated here*

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## DESCRIPTION OF PRODUCT/SERVICE

*This section would capture the business idea. It should give greater details of the product or service you will provide. An evaluation of the business location with reference to accessibility to your potential customers, types of licences required and any repairs or adjustments/repairs needed prior to start up. Business objectives should be stated and further clarified in other related sections of the business plan.*

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## BUSINESS PROFILE

*This section would capture the current state of the business and add validity to business success. What are the Strengths and Weaknesses of your business? What is new or unique to your business, product or service that would bring about its’ success? This section can be used by you personally to analyse whether or not your business can be successful.*

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| * 1. **Strengths:** |
| **3.2 Weaknesses:** |
| **3.3 What is new or unique to your business, product or service?** |

## ENVIRONMENTAL ANALYSIS

*What opportunities are out there for business growth? What are threats that can prohibit this growth?* *Analyse your major competitors.* *In your analysis look at their strengths and weaknesses. Think about their product or service offering, reputation in the sector, price, supplier relations, distribution channels, location and customer service etc. Remember that depending on your business type, your competitors may be in a completely different geographical location.*

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| * 1. **Opportunities:** |
| **4.2 Threats:** |
| **4.3 Competitor(s) Analysis:**  Competitor 1:  Competitor 2:  Competitor 3: |

## MARKETING PLAN

*The marketing plan would address issues such as target market, delivery product/ service, dealing with competition and an advertising plan.* *You cannot market properly until you know who your customers will be, what they will want and how much they are prepared to spend.* *Explain how you researched your market and what the results were. Attach any questionnaires you would have used.* *Include details of the sources of your statistical information (e.g. Central Statistical Office)*

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| * 1. **Describe your Target Market (Who are your customers?)** |
| **5.2 Summary of Market Research Done (Attach supporting data if applicable e.g. questionnaires and statistical information)** |
| **5.3 What strategies will you use to complete effectively:** |
| **5.4 How will you advertise/ promote your product or service? (Include these costs in your cash flow)** |

## STAFFING

*Tell us why you think that you, your business partner (s) and your staff have the experience, ability and commitment to make a success of the proposed business. Give information on salaries and compensation to be paid and remember to include this in your cash flow.*

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| * 1. **The Owner (List and attach certificates and resumes where applicable)** |
| * 1. **Business Partner and Other Staff (List and attach certificates and resumes where applicable)** |

## FINANCIAL PLAN

The Financial Plan would address issues such as

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| * *How you arrived at your prices and how they compare with those of your competitors? You will need to consider your overheads such as electricity, rent, labour etc. You should also consider unproductive time such as traveling, business administration etc.* * *Projected Sales for the month.* * *Assets Owned To Be Used By The Business* * *Income vs Expenses. Is the organization making a profit or loss at current prices?* * *YBTT Funding Request Details* ***-*** *You must indicate the items you will like YBTT to fund. You should approach suppliers and obtain written price quotations or invoices which must be enclosed with your Business Plan. You are therefore encouraged to ensure that you obtain the best prices for the quality of goods or services for which funding is being requested.* |
| **7.1 Explain how you arrived at your prices and compare them to your competitors:** |
| **7.2 List the assets which you currently own which will be utilized in the business:**   |  |  |  | | --- | --- | --- | | What you already own | Value ($) | Details | | Personal Savings |  |  | | Bank Savings |  |  | | Investments |  |  | | Equipment |  |  | | Vehicle |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |
| **7.3 List the items for which you requite YBTT funding (if applicable). Attach quotations and invoices from the suppliers in support of your request**   |  |  |  | | --- | --- | --- | | Item requiring YBTT Funding | Amount ($) | Quotation Enclosed (Yes/No) | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | | TOTAL YBTT Loan Request |  |  | |
| **7.4 Cash flow Notes: You will be required to complete a predictive cash flow for the period of one year for the business. Explain below fluctuations and assumptions made when forecasting sales and expenses. Be sure that all activities stated in previous sections are accounted within the cash flow to give a true prediction of profit and loss.** |

## MENTORSHIP

*Please read below and indicate your interest in being paired to a Business Mentor*

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| Mentorship is one of YBTT’s core services and we strongly encourage all our entrepreneurs to take advantage of this service. A mentor is a person who shares his or her knowledge and experiences with you especially concerning your business decisions and supports and encourages you to achieve your business goals. The experiences of similar programmes around the world have shown that young persons who work with business mentors have a greater chance of being successful in their enterprises.  All YBTT funded entrepreneurs are assigned to a business mentor; however mentorship is also a stand-alone service.  Please indicate your intention to participate in our mentoring programme by signing below.  I …………………………… agree to work with the business mentor which will    *(BLOCK LETTERS)*  be assigned by YBTT and will comply with all reasonable requests which are made in the interest of my business. |

## Agreement and Signature

### By submitting this application, I affirm that all the information provided is true.

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| --- | --- |
| Name (printed) |  |
| Signature |  |
| Date |  |

### When completed, please send to: **Entrepreneur Development Officer Youth Business Trinidad & Tobago Shop No. 360 Ground Floor East, Center Point Mall, Ramsaran Street, Chaguanas** Or **email us at entrepreneurinfo@ybtt.org**