





BUSINESS PLAN GUIDE

A large circular graphic containing various business-related icons. The icons include a globe with a location pin, a rocket, a laptop with a bar chart and an envelope, a target, a lightbulb, a gear, a magnifying glass, a megaphone, a flag, a smartphone, a speech bubble, and three people icons. A dashed line connects a circled letter 'E' at the top to the globe icon. The text 'BUSINESS PLAN' is arched across the top of the circle, and 'GUIDE' is arched across the bottom.



The Executive Summary

The Executive Summary is the first (and often the most important) section of your business plan. It provides a concise but compelling snapshot of your company, outlining key details such as:

- ✓ Business name and location
- ✓ Mission and vision statements
- ✓ Brief description of your products or services
- ✓ Target market and competitive advantage
- ✓ Financial highlights and funding needs (if applicable)



QUICK TIPS Keep this section clear, engaging, and to the point. It should grab attention and make investors or lenders want to read more!



Company Description

This is what your business does and who it serves. This section dives deeper into your business details, explaining:

- ✓ **Your business model** - Is it a retail store, a service provider, a manufacturer, or an online platform?
- ✓ **The problem you are solving** - What gap in the market are you addressing?
- ✓ **Your target audience** - Who are your ideal customers (individuals, businesses, or industries) ?
- ✓ **Your unique value proposition** - What makes your business stand out from competitors?



Clearly define how your business creates value and meets customer needs



Market Analysis

Industry Trends, Competitors, and Target Market

A strong business plan demonstrates that you have researched and understand your market. Your market analysis should include:

- ✓ **Industry Overview** – What's the current state of your industry? Is it growing, declining, or stable?
- ✓ **Customer Profile** – Who are your customers? What are their demographics, preferences, and pain points?
- ✓ **Competitive Analysis** – Who are your competitors, and what are their strengths and weaknesses?
- ✓ **Market Trends** – Any changes in technology, consumer behaviour, or regulations that may impact your business?



Use data and statistics to back up your claims—investors love seeing evidence-based insights!



Organisation & Management

Leadership Structure and Roles

This section outlines how your company is structured and who is responsible for what. Key components include:

- ✓ **Company structure** – Is it a sole proprietorship, partnership, corporation, or limited company?
- ✓ **Leadership team** – Provide bios of the key team members, highlighting their expertise and contributions
- ✓ **Operational roles** – Who handles day-to-day operations, finances, marketing, and customer service?
- ✓ **Advisors & Partners** – If you have external advisors, consultants, or key stakeholders, mention them here



QUICK TIPS If you're a startup, emphasise your team's experience, skills, and industry knowledge to build investor confidence



Products & Services

What You Offer and How It Benefits Customers

This section provides a detailed breakdown of what your business sells, including:

- ✓ **Product descriptions** – Features, specifications, and variations.
- ✓ **Service offerings** – What services you provide and how they solve customer problems
- ✓ **Pricing strategy** – How you price your products and what justifies the cost
- ✓ **Competitive Advantage** – Why customers should choose you over competitors



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Marketing & Sales Strategy

How You'll Attract and Retain Customers

Having a great product isn't enough—you need a strategy to reach your customers and drive sales. In this section, detail:

- ✓ **Marketing channels** – Social media, websites, traditional advertising, SEO, email marketing, etc.
- ✓ **Customer acquisition** – How will you attract new clients? (e.g., special promotions, partnerships, referral programs)
- ✓ **Customer retention** – How will you keep customers coming back? (e.g., loyalty programs, excellent customer service)
- ✓ **Sales process** – From lead generation to closing a sale, outline the steps involved.



Use a mix of digital and traditional marketing strategies to reach a wider audience



Funding Request (If Applicable)

How Much Funding Is Needed and How It Will Be Used

If you are seeking financial support, this section is crucial. Clearly state:

- ✓ **The total amount needed** – Be specific about how much funding you are requesting
- ✓ **How the funds will be used** – Break down the allocation (e.g., equipment, hiring, marketing, working capital)
- ✓ **Projected return on investment (ROI)** – How will this funding help the business grow and generate profits?



Show a realistic repayment plan and potential revenue streams to assure lenders that their investment is secure



Financial Projections

Revenue, Expenses, and Growth Forecasts

Investors and lenders want to see if your business is financially viable. This section should include:

- ✓ **Revenue forecasts** – Expected income over the next 1–3 year
- ✓ **Expense projections** – Monthly and yearly costs, including salaries, rent, marketing, and utilities
- ✓ **Profit & loss statement** – A breakdown of revenues, expenses, and net profits
- ✓ **Break-even analysis** – At what point will your business cover its costs and start making a profit?



QUICK Use realistic figures—avoid overestimating profits or underestimating expenses, as investors will notice!



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