Developer Business Plan Guidelines

1. Provide an Executive summary

   An executive summary is a brief explanation of the information in the plan. Serving as an introduction to a proposal, the executive summary often contains brief statements describing what will be further detailed in the coming proposal.

2. Provide a Background

   Provide details regarding:
   - The business concept and model to be followed including the class and kind of SEZ envisaged
   - The problem that the business will be addressing
   - The total value of the investment
   - If new construction/renovation, speak to duration of construction project
   - The primary customers/clients to be targeted and the rationale for same
   - The size of the land and building space including the number of commercial spaces that will be available
   - A profile of the principals of the business.

3. Target Market

   Provide details of the Target Market (A particular group of consumers at which a product or service is aimed.)
   - If target market is business to business (B2B), provide details and statistics relating to the target business type, industry profile and geography.
   - Provide details of any other segmentation considerations
   - Describe the Marketing Strategy

4. Construction Details
   - Speak to construction and project management team to be engaged, summary of team profile
   - Speak to any special or unique features of the building to be built or renovated such as green building elements, etc.
   - The number of persons that the building would be approved to house
   - The stage of the building approval process
   - Speak to whether any material or equipment will be imported and the country of origin for said material
   - Provide a breakdown of the intended capital investment, including the design, land, building and, equipment
   - Estimated total number of persons to be employed during construction/renovation
   - If renovation, speak to the quality, condition, and size of the existing infrastructure

- Details regarding the socioeconomic impact of the construction/renovation on the surrounding community
  - Details regarding any sensitizations/ community relation activities that has been done in and around the community in preparation for the commencement of the construction/renovations
  - Speak to any onsite or offsite infrastructure that is required and the timeline for the implementation of same
  - Include Maps and drawings as necessary.

5. Growth Strategy

Provide details regarding the strategic goals of the business for the next five years including:
- Building and/or business expansion plans including timeframes
- Diversification of target market
- Revenue targets

6. Human Resource Profile

Give details of the Human Resource Profile of the company including:
- Organizational Structure or Chart
- Description of Departments
- Total number of employees
- Average age
- Type of skills required
- Skill level employed

7. Strategic Analysis and Implementation

Provide details of the Strategic Analysis and Implementation Summary, specifically:
- Results of Feasibility Study
- PESTEL Summary
- Potential Economic Impact of your business
- Describe existing business activities being carried out in or near the proposed SEZ

8. Support Services

Describe any support services that will be offered to tenants including but not limited to Building Maintenance, Security, Admin support, Training, and Incubator.

9. Financial Data

Provide the following forecasts with accompanying financial notes for the next three (3) years:
- Income Statements
- Cashflow
- Rental Rate and Factors for Pricing
- Return on Investment (ROI)
- Expected Return on Equity (ROE)
- Breakeven Ratio

10. Website Plan:
   - Provide details regarding your online presence. E.g., whether you have a website or social media presence.
   - State the areas of the business, which will be accessible by online customers?
   - Provide a detailed description on the security mechanism that will be utilized to protect the online system
   - Provide information on the main purpose of the online system?
   - State the type of information that will be communicated over the internet