

Occupant 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
- The primary customers/clients to be targeted and the rationale for same
- 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. **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

5. **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

6. 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

7. 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

8. 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