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. **Proposed Business Activity & Market Research**
   - Clear statement on the productive economic activity of the business.
   - Support rationale for business activity (strategic analysis for implementation into the market, gaps identified or expansions to areas of the market).
   - Social activities (community engagement, and workplace development initiatives)
   - Profile of principals of the business to include previous experience and success in proposed market.
   - Number of proposed tenants (Applicable to Multi-Purpose and Specialised Developer applications only)
   - Intended activities of proposed occupants and/or zone users to reflect synergy within the zone (Letter(s) of intent, where available)
   - Target consumer base, market trends, economic impact
   - Value-added potential and returns for business and economy (export orientation, local & regional supply chain integration)
3. **Financial Information**
   - Detailed schedule of fees associated with SEZ operations
   - Total proposed value of investment and the breakdown (capital investment, including the design, land, building and, equipment
   - Source(s) of finance
   - 5-year forecast for financials (OPEX, cash flow, breakeven, profit) to show return on investment
4. **Labour Force**
   - Clear employment projections (including part-time, full-time)
   - Skill levels
   - Technology and training needs
5. **Marketing Strategy**
   - Strategies for visibility and promotion methods
6. **Expansion Strategy**
   - Plans for future expansion of SEZ site and/or operations
   - Key milestones