

YIP Applicant/ Business name.....
Business Plan

Image of The Business/ Product

Pride youth inclusion Business plan template

SUBMITTED BY:

CONTACT :.....

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A - Letter of Submission of YIP Business plan

(i) Details of the Youth/Group			
Name of the Youth:			
Name of Business Activity:(e.g. Coffee, Bean, Maize, rice, cassava)			
Village:		Parish:	
Sub Country:		District:	
Year of establishment:			
Current Business Sales (Ugshs.)	2019		2018
Nature of Registration:	Description		Tick(✓)
	Sole proprietorship		
	Primary Cooperative		
	Private Limited Company		
	Association		
	Group		
	Other: Please specify		

(ii) Details of the Business	
Title of the Business	
Objectives of the Business	1. 2. 3. 4.
Total Budget of the project	
Youth Own Contribution	
Pride Microfinance Contribution	
Business Plan Implementation Period. (Maximum 12 months)	

(iii) Summary Investment Sheet: Budget

Item/Activity	Unit	Unit Price (UG. Sh.)	Total Cost (UG. Sh.)	Pride Microfinance Contribution	Youth/Group Contribution
Total					
Percentage			100%		

(iv) Signatures and Approvals

Particulars	Prepared by:	Submitted by:	Received by:
<i>Name</i>			
<i>Designation</i>			
<i>Phone Contact</i>			
<i>Signature</i>			
<i>Date</i>			

1. Background Information

	Description	Number of Members	Member contribution (start-up cost)
a	Number of members in the Business		
b	Males		
c	Females		
d	Average age of members		
e	Education levels (in percentages for different levels e.g 30% of members attended at least 2 years of primary, 20% finished primary e.t.c)	Level	Percentage
		Primary Level	
		Secondary Level	
		Tertiary/University Level	
f	What percent of the members are currently engaged in small business activities and what are the major business activities under taken by them?		
g	What percentage of the members stay in the same Area		
h	Current amount of savings by the Youth/group (in Uganda shillings)		
i	Do you have a bank account? YesNo.... Details (Account number)		
j	Average stock of the Business		
k	Total Products sold during the previous year (2021).		
l	Total Amount of sales during the previous year (2019).		
m	Which assets are currently held by the Youth/ Business? e.g. Land/buildings, vehicle/motorcycle, machinery, stock of produce, tools etc.	Asset	Value
n	Number of Salaried/Waged Employees currently (excluding volunteers): Provide list of employees and salaries (attachment)	Male:..... Female:.....	
o	Number of Casual Employees currently:	Male:..... Female:.....	

2 Introduction to the Business

Business activity overview	What business are you currently doing as a youth? (Description of current business and volumes of business.	
	What problem/need does your business seek to solve?	
	What business opportunity do the problems/needs present for the Youth? (Mention some opportunities you have missed in the past because of not having the equipment/tools/stores.)	
	What is the project activity you propose in this business plan? (e.g.	
	What makes you special (Your strengths) – (e.g. having a big existing membership, production, existing markets etc)	
	What may stop you from achieving your goal? (apart from money)(Your internal weakness)	
	How much do you target to sale in three months or in a year? (use tonnage and amount in shillings)	

3 Market and Distribution

Market description	Describe your product or service.	
	What benefits do your customers get from your product or service?	
	Who are your current target customers?	
	Who are the other possible customers?	
	Indicate your target market segments.	
	Which type of customers or segment will your Business focus on?	

	Why did you choose to focus on this market segment?	
	What specific need in your target market will the product or service address? {What makes your product better than what is already available in the market?}	
	Who are your competitors/do same thing you do in your target area? List three competitors and how far from your location (same county/sub county/village)	
	What is the estimated annual demand for your product or service in your target area?	
	What percentage of the market do you hope to serve in the next one year?	
	How will you manage competition in your target area?	
	How will you increase your market share over time?	
Promotion strategy	How will you inform your target customers about your product or service?	
	What will be the main message(s) that you will communicate in your promotional activities?	
Distribution strategy (To the Market)	How is your product or service going to get to the customer?	
	What is the contractual relationship between you and your target customers?	
	What are the key requirements for the Business to supply your top three target customers?	

4 Management and Human Resource

<p>How will you manage your business activity, who will do what functions in your Business? {positions, Job Descriptions and qualifications}</p> <p><i>(You can use the organization chart to illustrate the above point)</i></p>	<table border="1"> <thead> <tr> <th>Job Title</th> <th>Roles and Responsibilities</th> <th>Qualification</th> <th>Remuneration/Pay</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>	Job Title	Roles and Responsibilities	Qualification	Remuneration/Pay																																				
	Job Title	Roles and Responsibilities	Qualification	Remuneration/Pay																																					
<p>What type of skill sets, and prior experiences exist that will help you in your business activity?</p>	-																																								
<p>What type of support (technical, business etc.) your you may need (from project staff and others) to manage your business activity effectively, please specify?</p>																																									

5 Operations – Location and Systems

<p>Where will the proposed Business/investment be located (village, parish, sub-county, district)? Does the youth own the location? If no, is the youth planning to rent or buy the location.</p>	
<p>What are the advantages and disadvantages of the location?</p>	
<p>What is the key production and operation processes, work flows or steps your product goes through? (List and Describe)</p>	
<p>What facilities and equipment</p>	

are needed to produce product or provide service?						
What are the key raw materials needed to produce the product or service? How much do you need per month in shillings? (Refer to appendix)	Stock/Raw Materials (e.g...	Quantity (Kgs)	Unit Cost	Amount	Who shall supply	
What other inputs are needed to produce the product or service? How much do you need per month in shillings? (Refer to appendix)	Other inputs (e.g. fuel, spare parts, labour etc)	Quantity	Unit Cost	Amount	Who shall supply	
How will you ensure that you will have an adequate supply of raw Stock/materials?						
What quality assurance measures will you put in place to Get/make high quality Stock/products or services?						
What are the terms of payment between you and you're your suppliers/customers?						
What are your by-products and how do you plan to use them?						

6 Financial Management

The focus of the financials in the new investment.

6.1 Pricing Strategy

What price will you charge for your product(s) vs. your competitors?	Name of product	Your price / unit	Competitor price range/unit	

How will you come up with the price(s) that you charge for your product or service?	

6.2 Income Statement

State your annual figures for 2021 (previous year) and estimates for 2022 (coming year) under the following steps:	2022 (Projections)	2021 (Last Year)
TOTAL SALES		
EXPENSES		
Cost of Stock/Raw Materials		
Cost of Inputs (packaging, lubricants etc)		
Machine repairs		
Salaries/Wages		
Transportation Costs		
Depreciation		
Utilities (Electricity and Water)		
Administrative expenses (Stationery, printing, lunch/tea and other office expenses)		
Other Expenses		
Gross Profit		
Taxes paid		
Net Profit		

Comment: When do you expect to Breakeven?

6.3 Current Assets and Liabilities (Before Pride YIP Financing)

ASSETS	Value (Ugshs)/Date: as at
Land/buildings, vehicle/motorcycle, machinery, stock of produce, tools, cash on hand, loans to suppliers etc.	
Sub Total	

LIABILITIES	
Owner's equity, Debts, Loans, payments due to farmers, suppliers, current member savings etc	
Sub Total	
Net worth =Assets - Liabilities	

6.4 Detailed Investment Sheet – Business/Project Budget

Item/Activity for the project	Unit	Quantity	Unit Price (UG. Sh.)	Total Cost (UG. Sh.)	Pride Microfinance Contribution	Youth/Group Contribution	Remarks (availability of Youth contribution)

6.5 Cash-flow projections for the Business/project

Description	1	2	3	4	5	6	7	8	9	10	11	12
Cash at start												
Cash Inflows (Sales)												

Total Inflows													
Cash outflows (Expenses)													
Total Outflows													
Cash at End of period													

7 Gender and sustainability

Gender	How was the participation of women, People with disabilities (PWD) and youth in the identification, design and preparation of the business plan?	
	How have the needs of the women, People with disabilities (PWD) and youth members been considered in the business plan?	
Sustainability	What is the plan for sustainability of the business activity at the community level?	

8 Risk Assessment

Risk (What are the anticipated risks involved in your business activity, and how you are planning to mitigate them?) – production risk, equipment risk, management/hr risk, financial risk	Level of Risk (How much of a threat is it?)	Mitigation Measures

9 Environmental, Social and Economic Impact

Environmental and social impact	What potential social effects (both members and community) may occur due to the business activity (if any)? In case of any social effects, occur, what mitigation measures are in place to overcome these effects?	Positive ones	Negative ones	Mitigation
Environmental and social impact	What potential environmental effects may occur due to the business activity (if any)? In case of any environmental effects, occur, what mitigation measures are in place to overcome these effects?	Positive ones	Negative ones	Mitigation
Economic Impact - Expected results from the business activity	How many direct jobs is the Business expected to create in the next one year?			
	How many indirect jobs is the Business expected to create in the next one year?			
	What is the expected percentage increase in incomes at household and Business levels in the next one year?	Household level	Business Level	
	What is the expected percentage increase in saving at household and Business levels in the next one year?	Household level	Business Level	
What is the expected percentage of the net profit of the Business that will be ploughed back for re-investment after the first one year of operation?				

10 Business/Project Implementation Plan

10.1 Action/implementation Plan

List the major activities to be undertaken as part of the business plan

Activities to be carried out	Who will carry out the activity?	When will the activity be carried out?	Implementation support required by the Youth	Remarks

10.2 Procurement plan for the business activity.

Who will do the procurement?	-
What items will be procured?	
What procurement methods will be followed?	
Description of procurement process?	

