

## PROJECT / COMPANY BUSINESS PLAN STRUCTURE PROPOSAL

### GENERAL PROJECT FEATURES

- Executive summary
  - National Classification of Economic Activities Code (CNAE in Spanish).
  - Business sector
  - Product category.
  - Legal form.
  - Localisation.
  - Calendar of expected start-up date for the business and/or schedule.
- Background and definition of the project.
- Company strategic lines.
- Main company risks.
- Forecast business model
- Product and services portfolio:
  - Labelled.
  - Packaging.
  - RRP.
- Company's competitive edge.
- Corporate image and brand.

### TECHNICAL PROPOSAL

- Facilities
- Necessary machinery and equipment.
- Restrictions of the product and/or its raw materials.
- Km0 product and brands.

### MARKET ANALYSIS

- Market: past progress, current demand in Spain and abroad. Demand trend.
- Positioning of the company on the market; value proposal.

- Main suppliers, forecast purchase volumes, main payment methods and pre-agreements.
- Main Customers, forecast sales volumes, main payment methods. Contract pre-agreements.
- Competition: main competitors, analysis of its product, possible replacement products, trends.

## **MARKETING MIX**

- Product policy.
- Price policy.
  - o Cost analysis per product.
  - o Margins per product and sales channel.
- Distribution policy.
  - o Logistics suppliers.
  - o Cold policy, if applicable.
- Communication policy and channels.
  - o Marketing strategy
  - o Website and/or e-commerce.
  - o Promotion tools.
  - o Social media.
  - o Marketing proposal.

## **PEOPLE**

- Promoters.
- Additional profiles necessary to carry out the project. Governing body.
- Organisational structure and staff: organisation chart, salaries, agreement to be applied. Expected progress of the workforce structure.

## **OTHER STRATEGIES**

- R&D policy.
- Digitalisation or technological strategy:
- Environmental
- management policy.

- Health and safety policy: food traceability, etc.
- Ecological and animal welfare analysis, if applicable.
- Patent strategy.

## **ECONOMIC FEASABILITY PLAN**

\*All the hypotheses considered must be as detailed as possible in relation to each of the figures described.

- Forecast sales by services/product lines in the next 5 years.
- Investments required in the next 5 years. Depreciation policy.
- Provisional profit and loss accounts for the next 3 years.
- Provisional balance for the next 3 years.
- Forecast cash flow plan for the next 3 years.
- Profitability threshold calculation.
- Details of the main contingencies and associated risks.

## **CONCLUSIONS**

### **Annexes:**

- External sources consulted to establish details in the document (such as sales growth, market quotas, competitors, margins, costs, sales prices, etc.)
- SWOT analysis.
- Delete the shareholders' agreement, if applicable.
- Budgets for necessary machinery
- Prototype made, if applicable.