

SME EQUITY FUND LTD

Business Plan Guidelines – To be Submitted by Promoters

Project Description

1. Describe the project for which you require the finance.
2. What is the amount of finance being requested? – Submit a detailed cost plan
3. Confirm the financial input of the promoters?
(Note: SME Equity Fund contributes up to a maximum of 49% of total equity in the company. Example: If Existing Equity is Rs 2M; SEF can contribute up to around Rs1.8M depending on Appraisal and Board Approval – The contribution of SEF cannot exceed that made by the promoter)
4. For existing projects, submit an extract of Income Statement, Balance sheet and Cash Flow for the latest management accounts or audited if available.

Vision

5. Your vision of the project - Where do you see yourself in 5/10 years?

Market

6. Description of the market in Mauritius – Who are your main competitors in terms of product, suppliers and any market restrictions.
7. What gaps of the market that you are filling?
8. What are the sectors that you are targeting and what are your main targeted clients in Mauritius?

Marketing

1. How are you going to sell your product - is there any cost to maintain customer relationship and how are you reaching your customers?
2. What marketing channels/channel phases are you adopting to reach your customers (awareness, evaluation, purchases, delivery, etc)?
3. How are your channels integrated and which one work best?
4. Confirm if any client contracts or services have been established?
5. What type of relationship does each of your Customer Segments expect to be established and what are the profile/ characteristics of your customers?
6. Which customer relationship have you already established and how have you integrated there?

Competitive Advantage/ Core Competencies

7. What advantages will a customer benefit from choosing you over other suppliers?
8. What are the after sales services that you will provide?

Financials

9. Full set of audited accounts (statements of comprehensive income, statements of financial position and cashflow statements) for the last 3 yrs.
10. Financial Forecast for the next 5 yrs (should include forecast of income statements, forecast of statements of financial position and forecast of cashflow statements) including detailed repayment of each debt and equity item.
11. List of all debts taken from all institutions including leasing and any other. The interest % on each debt instrument, maturity period and other details should be included.
12. How will debts be repaid– give a projection for the five years ahead.
13. List of financial indicators.
14. Fixed Asset and Depreciation Schedule.
15. Details of Finance costs.

Revenue & Cost Model

1. Breakdown of the Revenue model and pricing details.
2. Details of your revenue streams, cost of sales and all expenses
3. Breakdown of Fixed and variable costs

Cost Plan

4. Objective of the request for finance
5. Immediate Cost plan (with details) – full breakdown of how you will use the financing

Key Partners/ Resources/ Logistics

6. Please explain the modality of your operations:
 - I. The key activities being performed
 - II. Your channels of distribution
 - III. What kind of relationship do you have with your customers?
 - IV. What customer needs are you satisfying?
7. Can you give us an overview of your key personnel?
8. Where are you going to store your products (Raw Materials and Finished products)?
9. Description of location of the project, i.e. where you intend to operate - infrastructure details
10. Who are your key partners, main shareholders/commercial partners? Ultimate beneficial owners
11. Which key resources are being acquired from each partners (experience, technology, etc.)?

Strategy

12. What strategy will you adopt for the next 2 years?
13. Define all weaknesses/ risks (internal & external) the company has and what strategy are you adapting to overcome /minimise them?

Key Success Factors and Limiting Factors

14. What are the critical factors to success and what is being done to achieve that?
15. Outline the potential limiting factors.

Template for Submission of financials (separate Excel File-Financial Template)