

## **BUSINESS PLAN STRUCTURE OF THE INVESTMENT PROJECT**

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## **The content of the business plan sections of the investment project**

### **1. Front page**

Front page of the business plan contains:

- name of the project,
- name of the organization - the initiator of the project,
- information about the business plan developer,
- approving signatures of managers (governing body, in whose subordination the initiator is),
- date of business plan approval,
- document confidentiality requirements (if necessary).

### **2. Content**

The content indicates the names of the main sections and subsections of the business plan, its appendixes, gives references to pages.

### **3. Summary of the investment project**

The summary reflects the main project idea, summarizes the main conclusions and results of the sections of the business plan, contains the implementation stages of the investment project, as well as economic, social and commercial effects.

### **4. Company description and its development strategy**

This section provides general information about the organization, its origin, gives the characteristic of the organizational structure, main products and services being provided. The development strategy provides a description of the goals and objectives of the enterprise.

The characteristics of a commercial organization with foreign investment shall separately indicate the participation form of a foreign investor, a foreign investor's share in the authorized capital of the organization.

### **5. Description of the investment project**

- the concept of the investment project;
- the focus of the investment project on the establishment and (or) development of tourism industry facilities and infrastructure;
- production plan (nomenclature, volume of services (products) of the company, stages of project implementation);
- need for fuel and energy resources;
- social aspect, number of employees.

### **6. Market analysis. Marketing strategy**

The section includes information on prospective markets for products (works, services), evaluation of their capacity, including free capacity, market development dynamics, factors affecting market changes, and assessment of the competitiveness of products (works, services).

The marketing strategy contains the calculation and feasibility of projected prices for products (works, services), planning measures to promote and sell products (works, services), marketing and advertising costs.

### **7. Investment plan**

The section of the project includes an investment plan containing data on the structure of investments by areas, total investment costs (the amount of investments in fixed assets (capital costs) including value added tax and costs for the increase in net working capital), sources of financing and the need for long-term loans, loans and other attracted financial resources for capital investments under the project.

### **8. Project risk analysis**

- description of possible risks of the project and their characteristics, strategy to minimize them;
- ecological safety of the project and its environmental impact.

### **9. Projection of financial and economic activities and project performance indicators**

- The section provides the evaluation of investments efficiency. The implementation period of the investment project (time horizon) should be economically feasible.

	Name of indicators	Per year (periods)				total
		1	2	...	n	
1.	The volume of provided services, manufacture of products					x
2.	Volume of export deliveries					x
3.	Ratio of export supplies to the total output of production (works, services),%					
4.	Number of employees, people					x
5.	Number of new created jobs					
6.	Investments, incl.					
6.1.	nominal capital					
7.	Foreign sources of investment, incl.					
7.1.	direct foreign investments					
7.2.	loans, borrowings from investors who are not members of the founders					
8.	Dynamic payback period, years	x	x	x	x	
9.	Product profitability (works, services), %					

<b>10.</b>	Tax and non-tax payments to the budget without benefits provided for residents of the park					
<b>11.</b>	Tax and non-tax revenues to the budget, considering statutory benefits					
<b>12.</b>	Flow balance					X
<b>13.</b>	The same, cumulatively					X
<b>14.</b>	Total investment/general benefits	X	X	X	X	