

Business Plan Guidelines – Loans Community & Micro-Loan applications

The submission of a comprehensive business plan is, along with the completed & signed application form, an essential first step in seeking funding from the WDC Investment Fund. The business plan should demonstrate clearly the commercial viability of the project and the projects ability to repay the loan being sought from the WDC.

The business plan should contain the following information: -

- **Promoter/Company Background**
A full description of the promoter's background and the company's business. Details of the legal status of the organisation. CVs/Bios on key people involved in the enterprise.

- **Project**
Description and location of business/project, the products/services provided. Details of production process/technology involved.
Market/Marketing
Description of the target market – its size and growth rate supported by market research. Details of sales projections and how these will be achieved.
Customer details: who are they? where are they located?
Price, promotion and distribution plans.
Competitor Analysis: who else is providing a similar service? what is unique/innovative about this proposal?

- **Proposed Investment**
Provide a schedule of all costs associated with the project and details of all funding sources and whether or not secured. Please provide copies of Letters of Offer/Terms & Conditions. Outline amount and purpose of the funding required from the WIF.

- **Audited & Management Accounts**
Copies of Annual Accounts (Audited if applicable) for the previous three trading years and up-to-date management accounts for the current trading year.
(Please note that you may be required to furnish ongoing updated management accounts during the evaluation process.)

- **Financial Projections**
3-5 years of financial projections are required including cash flow, profit and loss and balance sheet. Cashflows should be done on a monthly basis for year 1 and quarterly thereafter. Bank Statements for the past 12 months.

- **Any other information which you consider pertinent to your application.**