

BUSINESS STRUCTURE DEVELOPMENT TEMPLATE

NOTE:

- The words in cap are the sections, while the listed questions are meant to draw your attention to what typ of information your business plan is mean to contain.
- The financial forecasting component is not included in the template as the objective is to help the user understand the basics (Non-Financial) aspect of their business modelling.
- A separate template for the financial forecast is provided in a separate file

LEGAL STATUS

1. Name of Business
2. Type of Business
3. CAC Registration Status (Business Name, Ltd, Not Registered etc)
4. How old is your business?

LEADERSHIP & MANAGEMENT

1. Do you have a well written Vision, Mission, Core Value statements?
2. Do you have a short term and long-term business goal? (Please state them)
3. Do you have a board of directors?
4. Do you have an organogram?

PROCESS/OPERATIONS

1. How many full-time employees do you have (including yourself?)
2. Do you have a detailed job description for your team?
3. Are you doing this business on full time or part time basis?
4. Do you have an operational office or base asides from your home where you operate from?
5. Do you often receive cash payments for your services?

MARKETING

1. Do you have a detailed list of all your customers for the past 2 years?
2. Do you have a list of prospects you wish to contact for new business?
3. Do you have a standard rate card (price list) for your product/services?
4. How are you currently promoting your business? (Word of Mouth, Social Media, Print Advert, Exhibitions etc)

FINANCIALS

1. Do you have a corporate account? (An account that bears your company name)
2. Do you have a budget for the year?
3. Do you keep records for all your transactions (inflow and outflow?)
4. Do you earn from your business?
5. If yes, do you have a fixed salary for yourself?
6. Do you have a list of all your assets?

OTHERS/PERSONAL

1. What is your passion?
2. Do you keep a journal (diary) of your daily activities?
3. Which computer application can you use (MS Word, Excel, Power Point Etc.)
4. Do you think you need mentoring?
5. In what specific area of your business do you think you need mentoring more?