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Developing a Business Plan

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EUROPEAN BEST
PRACTICES OF YOUTH
ENTREPRENEURSHIP
AND POSSIBILITY
OF THEIR IMPLEMENTATION
IN RUSSIA



Business plan as one of the factors to expand your business

Business plan is something that any new small or midsize business needs.

Business plan is used for efficient management of available resources, for monitoring and evaluating the progress and for proper tax planning.

Business plan is usually a completely new document that requires certain design skills from business owners and business designers.



Evaluating the idea → Is it feasible?

A non-starter is usually a global idea that may seem highly relevant and promising at first but proves to be impracticable upon further analysis.

An unsustainable idea is adoptable but is rejected for economical, environmental or other reasons. The use of obsolete technology with the advanced technology emerging does not offer good prospects.



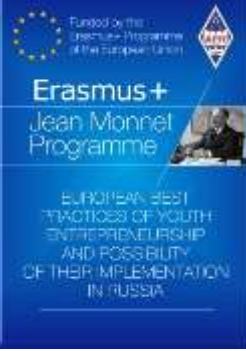
What are Business Plans for?

For potential investors to assess the financial and the investment potential of a business

For comprehensive analysis of the business proposal or the project and for feasibility study

To be eligible for public funding, which can take the form of target financing, benefits, subsidies, cost cutting or compensation for expenses or losses

To be eligible for a bank loan or equipment leasing



Standard Business Plans for Bank Loans and Investment Project Support



- Business plan compliant with Vneshekonombank requirements;
- Business plan compliant with European Bank for Reconstruction and Development (EBRD) requirements;
- Business plan compliant with SME Bank (Russian Bank for Small and Medium Enterprises Support) requirements;
- Business plan compliant with Ak Bars Bank requirements;
- Business plan compliant with Tatfondbank requirements;
- Business plan compliant with Sberbank requirements;
- Business plan compliant with Rosselkhozbank requirements;
- Business plan compliant with Rosagrolizing requirements;



Requirements to business plans set by the public (ministries and agencies) and other non-bank organizations (private or institutional investors) for investment project funding



- Business plan compliant with the requirements set by the Ministry of Economic Development of Russia for special economic zones;
- Business plan compliant with the requirements set by the Ministry of Economic Development of Russia for industrial parks;
- Business plan compliant with the recommendations of the Chamber of Commerce and Industry of the Russian Federation;
- Business plan compliant with TACIS;
- Business plan compliant with KPMG;
- Business plan compliant with UNIDO;



Business plan compliant with UNIDO:

1. Executive Summary
2. Industry and Company
3. Services (Products)
4. Sales and Marketing
5. Production Plan
6. Organizational Plan
7. Financial Plan
8. Feasibility Study
9. Guarantees and risks
10. Appendices

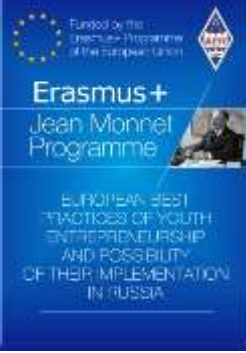




How to Write a Business Plan

1. Text design
2. Clear-cut structure
3. Persuasive reasoning
4. Clearly defined goal
5. Tables and graphs
6. Multiple checks
7. Professional team
8. Implementation
9. Intellectual property
10. Dissemination control





Business Plan Tools

Table testing

Software: COMFAR,
Project Expert, Alt-
Invest etc.