

RTC Business Plan Format

Name of the Proposed Business	Student group can suggest a proper name for their Business.
Size of Investment	50,000(Students can contribute Capital from their side if they want to do business on a larger scale)
Nature of Business	Category Of Business eg. Retail/ Whole sale/Laundry etc
Service/ Product Description	What products/service you intend to offer to your customers. You should mention the uniqueness of your product/service, potential benefits to the customers, pricing strategy, how is it to be sold etc
SWOT Analysis	By identifying your weaknesses, it helps to determine where you need to improve or may need support from external sources. Also, by identifying your strengths, we then know what can be built on to develop the business and ensure success.
Marketing Analysis	<p>A market analysis should contain the following :</p> <ol style="list-style-type: none">1. Competitors2. Target customers3. Key suppliers you need to develop relationships with.4. Factors which contributes to the success of the project.
Operation Plan	This section will vary depending on your business, however you are expected to set out specifics, such as manufacturing processes, sourcing of raw materials, machinery and equipment and how you intend to take your products to the customers.
Financial Analysis	<p><u>Sales forecast:</u> A sales forecast is an essential tool for managing a business of any size. It is a month-by-month forecast of the level of sales you expect to achieve</p> <p><u>Break-even analysis:</u> Preparing a break-even analysis helps the entrepreneur and investors to understand the duration required by the company to start generating revenue sufficient to meet all costs.</p> <p>The student group is expected to keep proper records of sales, marketing, accounting, and any information related to the business.</p>