

## - Biz Plan Template –

### **Format**

All participating individuals or teams are to submit their business plan of a one-page summary (A4-size, Arial, font size 11, alignment justified) with a cover page.

### **Sections to Include:**

#### **1) Cover page**

- Include your personal particulars (full name, I/C or passport number, programme, email address, h/p and other contact details...etc)
- Team Members (full name and all other personal information as above)

#### **2) The Business Plan**

##### **a) Goals and Objectives**

- Why do you want to set-up a pushcart business ?

##### **b) Products Offering**

- Describe your products.
- What factors will give you competitive advantages? Examples include level of quality or unique features of your products.
- What is the pricing strategy of your products?
- How do you ensure maximum customer satisfaction?

##### **c) Marketing Plan**

- Who is your target market and why they want or need your products?