

Application Form – II (Proposal Format)

1.EXECUTIVE SUMMARY

The executive summary should include at least a summary of the market, the product to be offered, the strategy behind the plan, and the budget. Market section of the plan should describe customers, competitors, collaborating organization, and the climate of the market. The strategy section details the tactics that the organization that the organization will use. The budget section covers needed resources-such as new personnel, new equipment, and new locations and details the product's costs and sales forecast.

2. BACKGROUND INFORMATION

- 2.1 MSME Address
- 2.2 Legal Status of the business
- 2.3 Marital Status
- 2.4 Type of Business
- 2.5 Status of the Business
- 2.6 Credit Information

3. MARKET STUDY

- 3.1 General Overview
- 3.2 Target Market
- 3.3 Demand and Supply Analysis
- 3.4 Competitors & Competition Opportunities
- 3.5 Marketing Strategies
- 3.6 Pricing
- 3.7 SWOT Analysis

4. TECHNICAL STUDY

- 4.1 Location
- 4.2 Project Engineering
- 4.3 Infrastructure

4.4 Production Process

4.5 Environmental and Social Impact Study

4.6 General Project Activity Plan

5. Environment Impact Assessment:

Positive and Negative Impact and Effluent treatment system and its costs if any

6. ORGANIZATION, MANAGEMENT and MANPOWER

6.1 Organizational structure

6.2 Management Educational Background, Experiences

6.3 Human Resource

7. FINANCIAL STUDY

7.1 Planned Investment

7.2 Revenue Prediction/ time schedule

7.3 Operating cost

7.4 Income Statement

SOCIO - ECONOMIC ASPECTS

8.1 Economic & Social Benefits

CONCLUSION AND RECOMMENDATION

I. Conclusion

II. Recommendation

III. Terms & Conditions