

# Vanuatu Investment Promotion Authority



## Business Plan Template

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# Business Plan

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## Investment details

### Business/Company Name

*(Please state the business/company name as registered with VFSC)*

### Business Overview

*(Please clearly outline in brief what your business/company will be engaged in. Please state why you have chosen Vanuatu as your investment destination. Please indicate your business/company anticipated timeframe for full implementation)*

## Business Structure

### Organizational Structure

*(Clearly outline business/company organizational structure)*

### Owner Experience & Expertise

*(Clearly detail relevant investor experience/expertise in investment proposal sector. Please provide evidence of qualifications.)*

### Staff Capacity Building plan

*(Please clearly outline a training plan for employees including relevant training whether formal or informal)*

## Market Research

### Product/Services

*(Please indicate what products or services your business/company will be offering. Include the source of origin of any product/service whether you will source it locally or abroad)*

### Target Market

*(Please state your product/service target market both domestically and internationally)*

### Market Position

*(Please indicate your product/service market position domestically)*

### Product/Service Unique Selling Proposition (USP)

*(Please indicate your product/service unique selling proposition. State clearly what sets your product/service apart from similar or like products already on the market)*

### Pricing Method

*(Please indicate your pricing strategy taking into careful consideration domestic and international market factors)*

### Product/Service Growth Potential

*(Please indicate your product/service potential growth)*

### Risk Management Strategy

*(Clearly outline your risk management strategy)*

Risk	Likelihood	Impact	Strategy

### SWOT Analysis

*(Provide a SWOT analysis of your product/service)*

## Financial Information

### Funding Source

*(Clearly state your funding availability including your funding source with its value)*

### Expenditure Analysis

*(Please outline an expenditure analysis for your business/company)*

### Profit and Loss Statement

*(Provide details of your profit and loss summary)*

### Cash flow Projection

*(Please outline your cash flow projection)*