

# TEMPLATE FOR BUSINESS PROPOSAL

## **1. Basic Information of Health Enterprise**

- i. Name of Healthcare Enterprise
- ii. Name of Owner (Individual/NGO)
- iii. Contact Details of Health Enterprise
- iv. Postal Address
- v. District
- vi. Phone No
- vii. Mobile No
- viii. Email:
- ix. Name and address of guarantor of your loan from PHF

## **2. Owner(s) and Employees Detail**

- i. No. of owners
- ii. Qualification and experience of owner(s)
- iii. Total no. of employees
- iv. Job description of employees
- v. Qualification/Experience of employees

## **3. Executive Summary of Business Proposal**

### **a) Mission Statement of Business**

- i. Explain reasons to choose this business as a profession
- ii. Your personal expertise/ knowledge /skills and length of experience of running the business

### **b) Financial Viability of Business Plan**

- i. Total Cost of Business plan: Your investment + PHF Share
- ii. Your projected income and expenditures on monthly basis
- iii. Loan payback plan
- iv. If any deficiency in income, then plan to meet the difference

### **c) Socio-Economic Impact/ Employment Generation**

- i. Need Assessment of your profession/business in the health sector
- ii. Total number of full time/part time jobs created (skilled and non-skilled)

### **d) Expected Risks and Mitigation Measures**

- i. Identify the expected risks in your business
- ii. What steps you will take to eliminate/ lessen/ mitigate the risks?

#### 4. Business Description

A business description provides meaningful and useful information about the healthcare enterprise. It will cover various elements of your business, including: -

- i. A brief description of your business e.g. type of products / services.
- ii. A brief description of your customers
- iii. The legal status of your business i.e. registered with any professional regulatory body
- iv. Name of Government/Regulatory Authority registered with (For example Punjab Healthcare Commission/Pakistan Medical and Dental Council/PHMDC/NTC etc.

##### a) Business Philosophy

Explain the reasons of your entry into the business e.g. your past experience of medical practice, running a business, family business, advantages of the business and noble causes etc.

##### b) Ownership

Indicate the ownership of the business i.e. sole proprietorship, firm, family firm, NGO, INGO. Also briefly indicate the authority of owner and job description of other team members.

#### 5. Marketing Philosophy

##### Advertising and Promotion

Explain the strategy and marketing plan to be used for promotion and distribution of your product and services. If you have plans of some advertising on local cable, newspaper, Facebook and YouTube etc.

- Give a brief view of your customers' profile in your area
- Explain the ways of attracting the customers for your products

#### INCOME STATEMENT:

Income Statement	Amount in Rs
<b>Cash in Hand: (Your investment + PHF Share)</b>	
<b>Income generation</b>	
i. Expected sales through direct customers (if any)	

ii. Expected sales through promotional activities	
<b>A) Total Expected Income</b>	
<b>Operational expenses</b> <ul style="list-style-type: none"> <li>i. Rent</li> <li>ii. Salaries</li> <li>iii. Maintenance &amp; repair</li> <li>iv. Office equipment &amp; admin</li> <li>v. Machinery</li> <li>vi. Furniture</li> <li>vii. Renovation &amp; décor</li> <li>viii. Repayment of loan</li> <li>ix. Taxes</li> <li>x. Marketing cost</li> <li>xi. Miscellaneous (transportation, rental equipment, etc.)</li> </ul>	
<b>B) Total Expected Expenses</b>	
<b>Expected Profit/Loss at the end of year (A-B)</b>	