

# **Business Plan Template**

All applications are evaluated as per pre-established criteria and guidelines in accordance with Dubai Knowledge Village's licensing regulations. Each application is considered on the basis of its suitability to the knowledge community, and in efforts to clearly understand the nature of your business venture; you are kindly requested to submit a comprehensive Business Plan as per the specified format.

## **1. Background information about the company**

- 1.1. Describe in details the activities and services provided by the company?
- 1.2. What are the core activities?
- 1.3. Where does the company originate from?  
Who are the key investors?  
Biographies of the founding members
- 1.4. If a branch office is being opened – what does the \*parent company do? And who owns the \*parent company?
- 1.5. Most recent annual report of the parent company to be attached.

## **2. Executive Summary**

### **2.1. Company Information's**

- 2.1.1. How many employees is the company planning to hire
- 2.1.2. What is the average trainer to student ratio
- 2.1.3. What are the qualifications of the trainer
- 2.1.4. Is the company affiliated with a relevant

## 2.2. Company Strategy, segmentation, target market

2.2.1. Does the company have launch customers

2.2.2. What is the target industry/sector (At UAE level)

2.2.3. Where is the company planning to do Business

2.2.4. What is the number of countries the company will be targeting as its client base

## 2.3. Programs and Activities

2.3.1. How many number of program segments are offered?

2.3.2. What is the proposed class size (square foot divided by student number)

2.3.3. What affiliations are in place

## 2.4. Financials

2.4.1. Projected investment over the next three years

Initial investment being made (start-up costs)

Projected returns (including financials) What is the investment model



## 2.4.2. What is the required office size

2.4.3. What is the price of program per hour

2.4.4. What is the profit revenue ratio (per day basis)

2.4.5. What is the expected paid up capital to 3 year cost ratio

2.4.6. What is the expected IRR

2.4.7. When does the operation turn cash flow positive

2.4.8. Does the company have a UAE trade license

2.4.9. Organization Chart highlighting staffing requirements

### **3. Proposed name of the Company :**

3.1.	Option 1
3.2.	Option 2