How to write a business plan for Small Businesses.

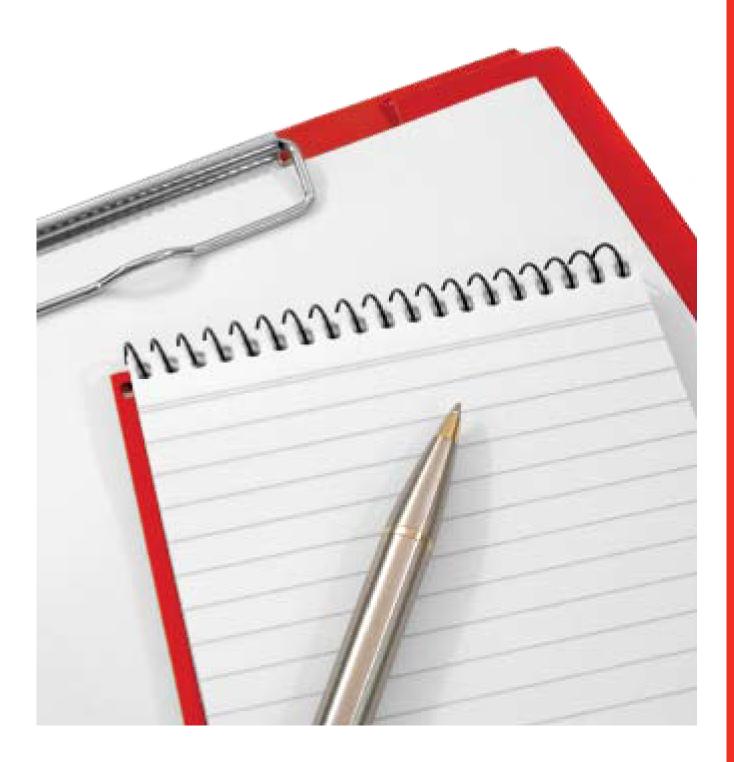




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What a bank looks for?

Th	e 5C's of Credit
1.	Character
2 .	Capital
3.	Capacity
4.	Conditions
5.	Collateral (security)

Keeping a clean record

- Not **overdue** in other loan/financing repayments
- No creditor/legal issues
- No bounced cheques
- Up-to-date audited accounts

What is a Business Plan?

A written plan outlining:

- 1. Your vision/objectives
- 2. How the business is to be managed to achieve these objectives

1.	An introduction to your plan
2.	Who you are and what your business does
3.	Industry, competitors and business strategy
4.	Financials – past, present and future
5.	Other supporting documents

1. An introduction to your plan

- Financing Request
 - Type
 - Amount
 - Purpose
 - Repayment
- ▶ Reasons for future success
- Contact details

2. Who you are and what your business does

Background & history

Business & product

A description of your product(s), pictures/samples

Directors and management profile

Organisation chart, track record

Business Cycle

- Your buyers and sellers
- ▶ The terms of your business dealings

Production process

The process involved in producing your product(s), production, capacity, volume, etc.

3. Industry, competitors and business strategy

Industry Overview

Describe the industry you operate in and how your business fits in this industry

Who your competitors are

▶ The factors that will ensure your success

Strengths	Opportunities
Weaknesses	Threats

What is your business strategy

Briefly describe your unique value proposition. For example, lower cost hence better value for money, your focus on niche markets allows your expertise to flourish, etc.

Sales and marketing strategies

- 4. Financials past, present and future
- > 3 Years' historical audited accounts
- Latest management accounts
- Future projections at least 1 year
- Bank statements and loan statement
 - Repayment record
 - Cashflow managemnt

Checklist for application of new banking facilities

Corporations			
	Certificate of compliance		
	Specimen signature card Identity documents of directors		
	Identity documents of shareholders with 25% or more capital (if applicable) VAT certificate Authorised depositors list		
	Fax indemnity (optional) Reference (if required)		
Pa	rtnership and sole trader		
	Business license Partnership agreement Identity documents of owner/partner VAT certificate Health and safety approval Commercial property license Trading license		
Βι	Business profile		
	Brief history Organisation chart Management structure and resumes of management team Details of directors and resumes (if different) Shareholding structure		
Co	Company operations		
	Major suppliers list, payment terms and annual volume of imports Major buyers list (together with ageing), payment terms, countries of exports and annual volume of exports Industry and competitor information Sales force and distribution network Number of employees		
Fii	nancial and management documents		
	3 years audited accounts Latest management accounts 6 months current account statement with other bank Cash flow projections (1 year)		

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