# Annex 3: Business plan

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| **General information** | | |
| ***Name of the business activity:*** |  | |
| Goods/services planned for sale/production (please provide a list) |  | |
| Business location |  | |
| Please describe your relevant experience (if applicable). For how long your business has been operating, what are the key indicators? |  | |
| Does your business currently have paid employees? |  | |
| How many? |  | |
| **Market analysis** | | |
| Target audience |  | |
| Level of competition (high, medium, low) |  | |
| What are the advantages of your product/service over the existing alternative solutions? |  | |
| **Marketing strategy** | | |
| How exactly do you plan to promote your product/service in the market? |  | |
| Where and how do you plan to advertise your products/services? |  | |
| Factors affecting your activities |  | |
| Factors contributing to your activities |  | |
| **Financial Plan** | | |
| Investments already made in the business (initial project costs) (for MSMEs): |  |
| Current monthly net income, UAH (for MSMEs) |  |
| Planned budget: | |  |  |  | | --- | --- | --- | | **Source of funding** | **Amount, UAH** | **Correlation, %** | | Grant budget |  |  | | Grantee contribution |  |  | | **Total:** |  | 100% | |
| Project budget details: | |  |  | | --- | --- | | **Item** | **Amount, UAH** | |  |  | |  |  | |  |  | |  |  | | **Total:** |  | |
| Grantee’s contribution (if applicable): | |  |  | | --- | --- | | **Item** | **Amount, UAH** | |  |  | |  |  | |  |  | |  |  | | **Total:** |  | |
| Planned gross monthly income after receiving the grant | |  |  | | --- | --- | | **Type of goods/services** | **Amount per month, UAH** | |  |  | |  |  | |  |  | |  |  | | **Month total:** |  | |
| Main monthly costs after grant awarded | |  |  | | --- | --- | | **Item** | **Amount per month, UAH** | |  |  | |  |  | |  |  | |  |  | | **Month total:** |  | |
| Net monthly accumulative sales after grant intervention (own contribution + grant) |  |
| Project pay-off period, months |  |