

**CFE Consortium membership**

**Call for Applications 2021**

**BUSINESS PLAN TEMPLATE**

# **Instructions**

* Please use the templates below as guidelines in preparing your application. The business plan is meant to be a longer version of your application form that accounts for the suggested topics below. You don’t have to use the proposed table to present your plan.
* Please submit your business plan within three weeks of positive evaluation of your application form.
* For any questions, and for submission of your final document, contact Ms. Froso Christofides, ECF Members & Networks Manager at [f.chirstofides@ecf.com](mailto:f.chirstofides@ecf.com).

# **Business Plan**

|  |  |
| --- | --- |
| **SECTION** | **CONTENT TO BE ELABORATED** |
| 1. **SUMMARY** |  |
| 1. **BUSINESS IDEA & SERVICES** | Customer needs and proposed solutions |
| Services   * Certification cycle-friendly employer * Consulting/ other? |
| Uniqueness and innovation in approach |
| Protection strategy |
| 1. **MARKETING & PROMOTIONAL STRATEGY** | Market analysis |
| Industry and competitors |
| Target market   * Positioning against competitors * Sales volume |
| Marketing strategy |
| 1. **OPERATIVE CAPACITY** | Business model |
| Responsibilities   * Tasks in detail * Staff * Training for consultants/ auditors |
| Main partners and stakeholders |
| 1. **FINANCIAL SUSTAINABILITY & RISKS** | Central assumptions |
| Break-even point |
| Capital requirements |
| Profit year 1 to year 3 |
| Sales by source |
| Detailed cost plan |
| Exit strategy |
| 1. **IMPLEMENTATION TIMETABLE** | Status of services |
| Cornerstone of the sales concept |

# **BUDGET**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** |
| 2021 | 2022 | 2022 |
| **Sales** |  |  |  |
| Certifications |  |  |  |
| Consultations |  |  |  |
| Re-Certification |  |  |  |
| Online Re-Certification |  |  |  |
| Logo license per year |  |  |  |
| **Total Sales** |  |  |  |
|  |  |  |  |
| **Fixed Costs** |  |  |  |
| Salary coordinator |  |  |  |
| Sales/Customer Service |  |  |  |
| Marketing/PR |  |  |  |
| Accounting |  |  |  |
| Phone/internet |  |  |  |
| Rent |  |  |  |
| Licenses |  |  |  |
| Office materials |  |  |  |
| CFE CONTRIBUTION TO COMMON POT |  |  |  |
| **Subtotal Fixed Costs** |  |  |  |
|  |  |  |  |
| **Variable Costs** |  |  |  |
| External service (Certification) |  |  |  |
| External service (Online Re-Cert.) |  |  |  |
| External service Re-Certification |  |  |  |
| External service (Consultation) |  |  |  |
| Postage |  |  |  |
| Certificate |  |  |  |
| Training |  |  |  |
| Events |  |  |  |
| Travel costs |  |  |  |
| **Subtotal Variable Costs** |  |  |  |
| **Total Sum Costs** |  |  |  |
|  |  |  |  |
| **Revenue/Loss** |  |  |  |