

**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.

# **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**  |  |  |  |