How to write a business plan for Small Businesses.

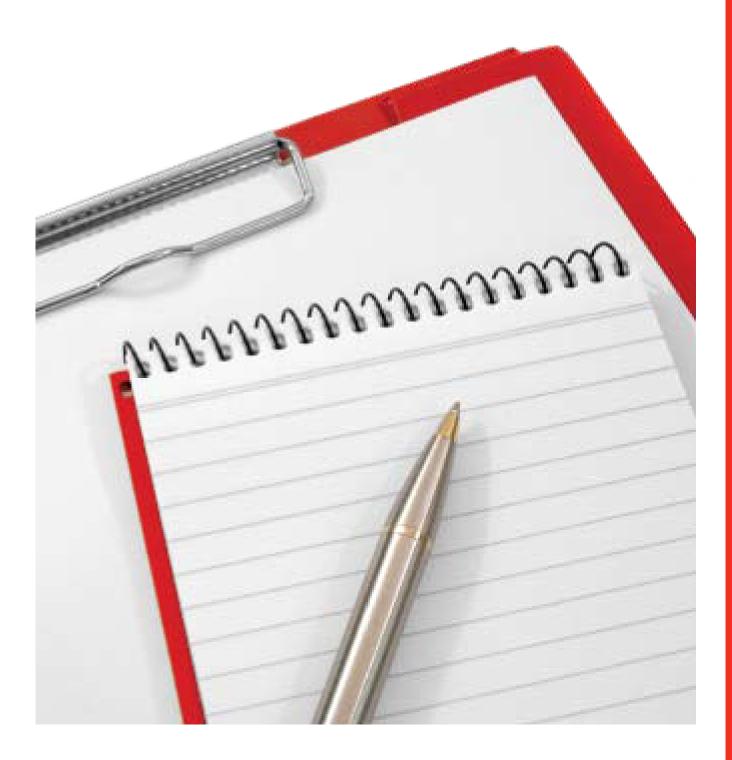




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- Checklist for application of new banking facilities

What a bank looks for?

Th	The 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

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