



Government of Pakistan  
Cabinet Division  
Special Technology Zones Authority

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## **GUIDELINES AND STRUCTURE OF THE BUSINESS PLAN DOCUMENT**

*Zone Enterprise is requested to follow the below mentioned guidelines and structure while submitting the business plan.*

*Please note that below provided structure is generic and provided only for facilitation and guidance. Zone Enterprise can add further sections to make their case strong and convincing.*

### **1. Cover Page:**

Clearly mention the name, address, website and logo of the organization/company/consortium/enterprise here.

### **2. Executive Summary:**

Mention your enterprise's main line of business here and the reason of preparing your business plan. Highlight all the key milestones of the company's development over the past and next 3-5 years. This section should cover up the purpose of the business plan, your product or service and its advantages, previous track record of the enterprise, if any, financial summary and other relevant items.

### **3. Table of Contents:**

List all the important headings and sub-headings with correct page numbers in this section.

### **4. Business Description:**

Describe and introduce the nature of your business in this section. Highlight all the key areas of your business(es) with detailed description and features, locations of your business, important clients and past projects. Provide a full description of the company products/services and their value and clearly demonstrate the objective of producing IT services, technology related goods, products, software, applications, processes, services, education, training and development of human resources in the technology sector.

### **5. Product or Services:**

Describe your product or service or concept and avoid jargon, if possible. Explain clearly what your product or service is and what it does including its features, benefits and advantages, unique selling point, market opportunity and future development plans.

### **6. Market Research and Industry Analysis:**

Cover your market research and industry analysis in this section. It must demonstrate that there is a viable market for your product or service and your business can excel given the positive indicators of the market/industry. Clearly highlight the segments of the market in which your business competes such as fin-tech, agri-tech, e-commerce, robotics, bio-tech, IOT and automation, software development, artificial intelligence, platform economics, technology manufacturing, technical services etc.

### **7. Competitive Analysis:**

Please present a clear comparison of your business vs your direct and indirect competitors. You should prove your knowledge of the industry by breaking down their strengths and weaknesses and if there are any issues that could prevent you from entry into the market, like high upfront costs or CAPEX /OPEX requirements etc. Competitive analysis shall be part of Market Research and Industry Analysis.





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#### 8. Growth Plan:

In this section, show the intended future development and growth plan of your product or service to meet future market demands, adaptations to international markets, or any other upgrades or new range of products or services. Identify the future growth plan of the business including but not limited to future development plan, research & development activities, new market entrance, technology transfer, new hiring requirements, potential funding sources etc.

#### 9. Marketing Plan:

Mention your marketing strategy for reaching your target market and what potential customers you have already targeted.

#### 10. Management Plan

Outline the structure of the company in terms of executive leadership, management, current number of employees, future staffing requirements and the physical operational requirements to produce or supply the product or service. Outline the key personnel in the company and any relevant experience/training they have that relates to the business of Zone Enterprise.

#### 11. Operational Plan:

Zone Enterprise should quantify and clearly map the proposed business impact on the following strategic objectives of STZA (Foreign Direct Investment, Transfer of Technology, Human Capital Development, Job Creation, Exports, Import Substitution, Research and Development, Innovation and Entrepreneurship). Indicate as many as relevant to the business plan and substantiate your claims.

#### 12. Critical Risks to the Plan including Mitigation Steps:

Describe critical risks faced by the firm (both current and in the future). Examples include internal characteristics, uniqueness, investment, external characteristics, sales growth, product availability, customer availability, technical obsolescence, etc. The risk mitigation should be clearly mentioned against each identified risk.

#### 13. Financial Plan and Projections:

Business plan should include detailed sequential historical (if available) and projected financial statements including income statement, balance sheet and cashflows. The assumptions and drivers supporting the revenues, costs and other items should be clearly and accurately listed in the document. Financial document must include profitability and return on project KPIs e.g. NPV, IRR etc.

*The Authority highly recommends that financial plan and prospective information is reviewed and examined by independent financial expert with evidence attached in the form of an expert report.*

#### 14. Funding Plan

Business plan should include detailed funding plan assumed by the Company including potential risks to the funding plan.

#### 15. Sensitivity Analysis

Sensitivity analysis of changes in key variables and drivers on project /company viability KPIs should be presented in a separate section.

#### 16. Appendices:

Attach projects, diagrams, research or any other relevant documents which support your business plan.

