



WBS MANAGEMENT CONSULTANT  
BUSINESS ADVISORY & MANAGEMENT CONSULTANCY

# Business Plan Report

## Packages Plan

## **Table of Contents of Report – Basic Package ( Deliverables )**

### **1. Executive Summary**

- a) About Us
  - a) Our Mission Statement
  - b) Our Vision Statement
- b) Products or Service offering
- c) Financial Highlights for Project
- d) Market Highlights

### **2. Basic Industry & Market Analysis**

- a) UAE Demand & Overview of Market
- b) What are Future trends of this market?
- c) What is the demand of these services/Products in the Current market?
- d) What are the market Segments and the Target Market?

### **3. Basic Competitor's Analysis**

- a) Competitor's products & services offerings and their prices
- b) Competitor's Analysis regarding social media i.e., Facebook, Instagram, LinkedIn etc.

### **4. Basic SWOT Analysis**

- a) Regarding Strength and Weakness
- b) Opportunities & Challenges
- c) Challenges for this Business

### **5. Basic Sales & Marketing Plan**

- a) Advertisement & Promotion Plan
- b) Marketing Strategy & Implementation
- c) Sales Strategy & Implementation

### **6. Basic Operational Plan**

- a) Service Delivery- How this Business will deliver their Products/service?
- b) Operations – Who will be the operation Manager to run the Business?
- c) Customer Service – How to handle the Customer service of this Business?

### **7. Basic Human Resource Plan**

- a) Human Resource – How many Persons should be in this Business?
- b) Strategic Planning – in Coming Five years, what would be the recruitments of Personnel?

### **8. Basic Financial Plan (5-Years Projections)**

- a) Project Capex Summary
  - i. Project Startup Summary
  - ii. Pre-Operating Cost
  - iii. Land & Building Cost
  - iv. Furniture, Fixture Requirement
  - v. Office Equipment Requirement
  - vi. Utilities & Other Costs
  - vii. Licensing & Permit Fee



- viii. Working Capital
- b) Projected Balance Sheet
- c) Projected Income Statement
- d) Projected Statement of Cash Flows
- e) Fixed Assets Schedule
- f) Return on Investment(ROI)
- g) Growth & Exit Strategy – Exit Plan

### **Basic Appendix**

1. Projected Balance Sheet
2. Projected Income Statement
3. Projected Cash Flow Statement
4. Projected Revenue
5. Projected Cost of Revenue
6. Projected Operating expenses
7. Fixed Assets Schedule

### **Basic Key Assumptions**

1. Revenue Assumptions
2. Operating Cost Assumptions
3. Expense Related Assumptions
4. Fixed Assets Schedule assumptions

### **Basic References**

1. Useful Web Links and Contacts

## **Table of Contents of Report – Standard Package ( Deliverables )**

### **1. Executive Summary**

- a) About Us
  - a) Our Mission Statement
  - b) Our Vision Statement
- b) Description of Business concept
- c) Products or Service offering
- d) Overall Concept
- e) Financial Outlook Summary
- f) Financial Highlights for Project
- g) Project Financial Analysis
- h) Market Highlights

### **2. Standard Industry & Market Analysis**

- a) GCC Market Overview
- b) UAE Market Overview
- c) PESTEL Analysis of UAE
  - a) Demand Overview of UAE Market
  - b) What are Future trends of this market?
  - c) What is the demand of these services in the Current market?
  - d) What are the market Segments and the Target Market?
  - e) Locational Analysis

### **3. Standard Competitor's Analysis**

- a) Competitor's products & services offerings and their prices
- b) Market share analysis of top players
- c) Competitor's Analysis regarding social media i.e., Facebook, Instagram, LinkedIn etc.

### **4. Standard SWOT Analysis**

- a) Regarding Strength and Weakness
- b) Opportunities & Challenges
- c) Challenges for this Business
- d) Special Challenges / Risk Factors

### **5. Standard Sales & Marketing Plan**

- a) Advertisement & Promotion Plan
- b) Marketing Strategy & Implementation
- c) Sales Strategy & Implementation
- d) Google Ads
- e) Website
- f) Advertisement Plan
- g) Promotion Plan
- h) Referral

### **6. Standard Operational Plan**

- a) Service Delivery- How this Business will deliver their service?
- b) Personnel – How many Staff of People will be there?
- c) Administration – Who will be the operation Manager to run the Business?

- d) Customer Service – How to handle the Customer service of this Business?
- e) Customer Service & Operations, Utilities and other Costs, Quality Control?

### 7. Standard Human Resource Plan

- a) Human Resource – How many will be required in this Business?
- b) Strategic Planning – in Coming Five years, what would be the recruitments of Personnel?
- c) Management or Team Summary

### 8. Standard Risk & Mitigation Strategies

- a) Business model risk
- b) Operational Risk
- c) Financial Risk
- d) Technological Risk
- e) Credit Risk
- f) Lega Risk
- g) Compliance Risk
- h) Risk of Implementation

### 9. Standard Financial Plan (5-Years Pro Forma)

- a) Project Capex Summary
  - i. Project Startup Summary
  - ii. Project Capital Structure
  - iii. Land & Building Cost
  - iv. Furniture, Fixture Requirement
  - v. Office Equipment Requirement
  - vi. Human Resource Requirement
  - vii. Utilities & Other Costs
  - viii. Security Deposit Against Building
  - ix. Licensing & Permit Fee
  - x. Working Capital
    - a) Projected Balance Sheet
    - b) Projected Income Statement (P&L)
    - c) Projected Statement of Cash Flows
    - d) Projected financial Analysis.
    - e) Fixed Assets Schedule
    - f) Repayment of Long Terms Loan
    - g) Break Even Analysis
    - h) Return on Investment(ROI)
    - i) Risk Analysis of the Project
      - i. Risk Analysis -1 - Sensitivity Analysis
      - ii. Risk Analysis -2 - Scenario Analysis
    - j) Growth Strategy & Exit Plan

### Standard Appendix

1. Appendix A: First year Monthly Projected Balance Sheet
2. Appendix B First Year Monthly Projected Income Statement
3. Appendix C First Year Monthly Projected Cash Flow Statement
4. Appendix D First Year Monthly Projected Revenue/Sales Forecast.
5. Appendix F Cost of Sales



### 6. Appendix G Operating Expenses

#### Standard Key Assumptions

5. Revenue Assumptions
6. Operating Cost Assumptions
7. Expense Related Assumptions
8. Fixed Assets Schedule assumptions

#### Standard References

2. Useful Web Links and Contacts



## **Table of Contents of Report – Premium Package ( Deliverables )**

### **1. Executive Summary**

- a) About Us
  - a) Our Mission Statement
  - b) Our Vision Statement
- b) Description of Business concept
- c) Products or Service offering
  - a) Overall Concept of Products / Services
  - b) Details of Products / Services
  - c) Product or Services Flow
  - d) Marketing Strategy of Products / Services
  - e) Target Markets to serve.
  - f) Target customer segment
  - g) Perceived opportunity in the Target Market
  - h) Products entry and growth strategy
- d) Financial Outlook Summary
- e) Financial Highlights for Project
- f) Project Financial Analysis
- g) Market Highlights
- h) Competitive Advantage – Value Proposition
- i) Growth Strategy & Exit Plan

### **2. Premium Industry & Market Analysis**

- a) Global Market Overview
- b) GCC Market Overview
- c) UAE Market Overview
- d) PESTEL Analysis of UAE
  - i. Demand Overview of UAE Market
  - ii. What are Future trends of this market?
  - iii. What is the demand of these services in the Current market?
  - iv. What are the market Segments and the Target Market?
  - v. Geographical Analysis
  - vi. Locational Analysis
  - vii. Factors affecting the demand & (its Trends)

### **3. Premium Porter's Five Forces Analysis**

- a) Threat of New Entrants in the market
- b) Rivalry
- c) Threat of New Substitution
- d) Bargaining Power of Suppliers
- e) Bargaining Power of Buyers

### **4. Premium Competitor's Analysis**

- a) Major Competitors / Similar Businesses
- b) Competitor's products & services offerings and their prices
- c) Market share analysis of top players
- d) Revenue analysis of top players
- e) Competitive Environment or Competitive Threat
- f) Geographical Coverage & Strength of the Competitor

- g) Ease of Process of Competitor
- h) Competitor's Analysis regarding social media i.e., Facebook, Instagram, LinkedIn.etc.

### 5. Premium Suggested Business Model

- a) Key Partners (Mainly Suppliers and Stakeholders – Partners are mainly Suppliers and Stakeholders, adding value to the business without being customers.
- b) Key Resources (Assets of the Business and Management Team)
- c) Key activities – Physical Fitness, Yoga, Pilate & Moroccan Bath.
- d) Value Proposition – Entity, Gains, Pains, What Value you will add, what others cannot do?
- e) Key Channels – How This Business will approach to their customers?
- f) Customer's Relationship – What would be Marketing Tools & Tactics to engage them.
- g) Cost / Price Structure – Pre-Operating expenses, Direct Expenses, Indirect Expenses?
- h) Revenue Streams and Pricing – What would be the prices of the Services like Yoga Studio, Pilate Studio & Moroccan bath?
- i) Key Customers – For this Business who will be Customer, Will it be Individual or Corporate?
- j) Action Plan – How can we improve the Business Development activities to bring more Business -Website Development and Physical Premises Development?
- k) Critical Success factors for this Businesses

### 6. Premium SWOT Analysis

- a) Regarding Strength and Weakness
- b) Opportunities & Challenges
- c) Challenges for this Business
- d) Special Challenges / Risk Factors

### 7. Detailed Premium Sales & Marketing Plan

- a) Advertisement & Promotion Plan
- b) Marketing Strategy & Implementation
- c) Sales Strategy & Implementation
- d) Sales Forecast or Revenue Generation or Revenue Management
- e) Internet (direct) & Internet (wholesale/3rd party)
- f) Marketing Mix (the 4 Ps)
- g) Price (fares), Place (Sales & Distribution), Promotion, Product.Product (service offering)
- h) Marketing Strategy regarding Social & Digital Media ,Google Ads & Website
- i) Advertisement Plan &Promotion Plan
- j) Referral Business
- k) Artificial Intelligence

### 8. Detailed Premium Operational Plan

- a) Service Delivery- How this Business will deliver their service?
- b) Personnel – How many Staff of People will be there?
- c) Administration – Who will be the operation Manager to run the Business?
- d) Customer Service – How to handle the Customer service of this Business?
- e) Customer Service & Operations, Utilities and other Costs, Quality Control



- f) Feedback of the Client – How to receive the Feedback of the Client?

### 9. Detailed Human Resource Plan

- a) Organizational Structure or Chart – What would be Hierarchy of the Organization Structure?
- b) Training of the Employees – How to train the existing Staff and Newly Recruited Staff?
- c) Motivation of Employees – How to motivate the existing Employees to get the objective done for Tasks?
- d) Replacement of Staff – What would be replacement policy of the Company and in how many years, it should be replace the staff?
- e) Management Summary or Team
- f) Personnel Plan or Table
- g) Human Resource – How many Persons should be in this Business?
- h) Human Resource – Strategic Planning.
- i) Strategic Planning – in Coming Five years, what would be the recruitments Personnel?
- j) Executive Team Structures
  - i. Procurement
  - ii. Sales, Marketing & Distribution Staff
  - iii. Human Resource Management Staff
  - iv. Operations & Customer Service Staff
  - v. Financial Management & Accounts Staff
  - vi. Professional Advisors/Consultants
  - vii. Training
  - viii. Labor
  - ix. Pay rates / scales, Benefits.
  - x. In/out-sourcing
  - xi. Unions (contracts)
  - xii. Job Quality
  - xiii. Work Compensation
  - xiv. Services & Workflow

### 10. Premium Risk & Mitigation Strategies

- a) Business model risk
- b) Operating Risk
- c) Financial Risk
- d) Technological Risk
- e) Credit Risk
- f) Legal Risk
- g) Compliance Risk
- h) Risk of Implementation
- i) Executions Risk
- j) Rapid Technological Advances
- k) Availability and retention of professional
- l) What Kind of Challenges are facing by this kind of Business in the market or industry?
- m) How to mitigate the Risks and What would be Mitigation Strategies to reduce the above-mentioned Risk?

### 11. Premium Financial Plan (5-Years Projections)

- a) Project Capex Summary
  - i. Project Startup Summary
  - ii. Project Capital Structure
  - iii. Project Financing
  - iv. Pre-Operating Cost
  - v. Land & Building Cost
  - vi. Machinery & Equipment Requirement
  - vii. Furniture, Fixture Requirement
  - viii. Office Vehicle Requirement
  - ix. Office Equipment Requirement
  - x. Human Resource Requirement
  - xi. Utilities & Other Costs
  - xii. Security Deposit Against Building
  - xiii. Licensing & Permit Fee
  - xiv. Working Capital
- b) Projected Balance Sheet
- c) Projected Income Statement
- d) Projected Statement of Cash Flows
- e) Projected financial Analysis.
- f) Financial Performance Ratios
- g) Fixed Assets Schedule
- h) Depreciation Schedule
- i) Repayment of Long Terms Loan
- j) Break Even Analysis
- k) Investment Metrics- Return on Investment
- l) Risk Analysis of the Project
  - i. Risk Analysis -1 - Sensitivity Analysis
  - ii. Risk Analysis -2 - Scenario Analysis
- m) Growth Strategy & Exit Plan

#### Premium Appendix

- 7. Appendix A: First year Monthly Projected Balance Sheet
- 8. Appendix B First Year Monthly Projected Income Statement
- 9. Appendix C First Year Monthly Projected Cash Flow Statement
- 10. Appendix D First Year Monthly Projected Revenue/Sales Forecast.
- 11. Appendix F Cost of Sales
- 12. Appendix G Operating Expenses
- 13. Appendix H Fixed Assets Schedule
- 14.

#### Premium Key Assumptions

- 9. Revenue Assumptions
- 10. Operating Cost Assumptions
- 11. Expense Related Assumptions
- 12. Fixed Assets Schedule assumptions

#### Premium References

- 3. Useful Web Links and Contacts

## Project Timeline & Execution

Tasks	Basic		Standard		Premium	
	Days		Days		Days	
Executive Management Summary	✓		✓		✓	
Worldwide Industry & Market Analysis	N/A	N/A	N/A	N/A	1	✓
GCC or Middle East Analysis	N/A	N/A	1	✓	1	✓
UAE / Any Other Country Industry & Market Analysis	1	✓	1	✓	1	✓
Niche Market Analysis	N/A	N/A	N/A	N/A	1	✓
Competitor Analysis	1	✓	1	✓	1	✓
SWOT Analysis	1	✓	1	✓	1	✓
Basic & Standard Sales & Marketing Strategy/Plan	1	✓	1	✓	N/A	N/A
Detailed - Premium Sales and Marketing Plan	N/A	N/A	N/A	N/A	1	✓
How to Build a Suggested Business Model	N/A	N/A	N/A	N/A	1	✓
Critical Success factors for Business	N/A	N/A	N/A	N/A	1	✓
Basic / Standard - Operational Plan	1	✓	1	✓	N/A	N/A
Detailed – Premium Operational Plan	N/A	N/A	N/A	N/A	1	✓
Basic/ Standard Human Resource Plan	1	✓	1	✓	N/A	N/A
Detailed – Premium Human Resource Plan	N/A	N/A	N/A	N/A	1	✓
Standard Risk Analysis of the Project	N/A	N/A	1	✓	N/A	N/A
Detailed – Premium Risk Analysis of the project	N/A	N/A	N/A	N/A	1	✓
Financial Projections – for Next 5 years	1	✓	1	✓	1	✓
Breakeven Analysis for Next 5 years	N/A	N/A	1	✓	1	✓
Repayment of Long-Term Loan	N/A	N/A	N/A	N/A	1	✓
Return on Investment – ROI	1	✓	1	✓	1	✓
Financial Analysis or Performance Analysis of Project	N/A	N/A	1	✓	1	✓
Financial Risk Analysis of Project – Sensitivity Analysis	N/A	N/A	1	✓	1	✓
Financial Risk Analysis of Project – Scenario Analysis	N/A	N/A	1	✓	1	✓
Growth & Exit Strategy – Exit Plan	1	✓	1	✓	1	✓
Draft Report Writing	1	✓	1	✓	1	✓
Final Report Writing	1	✓	1	✓	1	✓
<b>Total (No. Days)</b>	<b>07</b>		<b>07</b>		<b>07</b>	