

# Business or Organization Plan

YLAI Professional Fellow Candidate Name

Business/Organization Name

Street Address

City, Country ZIP Code

(Country Code) Telephone

## **Mission/ Vision Statement**

The mission statement should be 30 words or fewer, explaining your organization or company's purpose and guiding principles.

## **General Description/ Executive Summary**

In one paragraph, please describe what the company/ organization does and what services it provides.

## **Goals and Objectives**

Please describe your business/ organization goals for the next year, including specific objectives, in a chart (see example below). Goals are markers for where you want your business or organization to be. Objectives are progress indicators along the way to goal achievement. \*Please list at least 3 goals.

| Goal(s)   | Objective(s)  |
|---|---|
| <i>Example: Increase revenues by 30% by June 2017.</i>  | <i>Example: December 2016 sales target: 1,000 units<br/>June 2017 sales target: 5,000 units</i> |
| <i>Example: Improve the local environment by conserving energy and lessening the impact of emissions.</i> | <i>Example: Reduce fuel based lights by 25% in 2017.</i>  |
| Goal 1  |   |
| Goal 2  |   |
| Goal 3  |   |

## **Consumers / Beneficiaries**

Who are your current or target consumers or beneficiaries? To whom do you market/ offer your products or services?

### **Industry**

Describe your industry. Is it a growth industry? What changes do you foresee in the industry, short term and long term? How will your company be poised to take advantage of them? Is there competition in this industry? If so, how do you plan to differentiate your product or service?

How are you able to achieve venture criteria?

How is the organization able to achieve their proposal social goals?

Why is the agency able to achieve financial criteria? How?

### **Legal form of ownership**

Is the company a sole proprietorship, partnership, corporation, or limited liability corporation (LLC)?

Is the company a non-profit or non-governmental organization? If yes, please describe the governing structure of the organization, such as a board of directors, and decision-making staff.

### **Marketing Strategy**

Describe your customer base and any primary and/or secondary market search findings. How do you promote your business or organization or sell your goods or services?

What is your greatest source of revenue? How is your revenue stream sustainable?

If you are a not-profit, what is your break-even analysis? How long will it take? What growth is necessary?

### **Operations**

How is your product produced? What happens in your company or organization on a daily basis?

### **Human Resources**

Describe your team. Do you have a full-time staff? Do you have board members or professional advisors? Do you rely on volunteer support?

### **Strategic Alliances or Partnerships**

Do you have any strategic relationships with other companies/organizations to help promote your products or services?