

Business Plan Template for:

To be used as part of the review process

Guidelines to submit the requested business plan

- All applicant entities are required to submit a comprehensive business plan
- This document provides a guideline to the scope required of the business plan. The level of detail may vary with the complexity of the business of the applicant entity, but it is generally advisable to provide thorough information in order for the benefits of the business plan to be fully understood.
- The completed document will be reviewed by the Registration Review Committee (RRC).
- The Financial plan section could be presented in any form as long as it encompasses all the relevant data as set forth in the attached template.
- Questions asked in the Business Plan Template are to guide the user on what information to be added and NOT to be short answered as in a Q&A format.

The Title Page should include

- Proposed Company Name:
- Date:
- Business Plan Copy Number [x]
- Name of Applicant contact person:
- Title of the Applicant contact person:
- Contact details:
- Company home page (if available):
- Attachments (i.e. Financial Plan)

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Executive Summary

The executive summary should include the main points of the entire document.

The summary should be no longer than two pages.

The Business

If the applicant entity will form part of an existing business or a group of companies, please provide introductory background about it (industry, geographical focus, product or service ranges, overall size, and market position).

Products or Services

Please provide a detailed description of the products or services offered. Be specifically clear on aspects that may be considered Financial Services in accordance with DFSA laws and rules.

Strategy

What is the business model of the entity to be established within the DIFC?

What are the key success factors?

What are the competitive advantages of your company? How do you intend to maintain and protect these advantages?

How do you intend to grow your business?

The Market

Market Analysis

What markets are you competing on?

What are the specific business opportunities you intend to explore?

What is the competitive situation on your markets? Explain who your competitors are and how you will position yourself in relation to them.

Has the company conducted a market study of the target market? If so, state the supporting details to your business.

Customers

Define your market segment and list, in general, the types of customers you are likely to reach.

If you already have customers within the DIFC, please mention these.

Marketing

How are you planning to attract and retain customers in the above segment(s)?

What will be your primary marketing channel(s)?

If available, please refer to experiences from entering other markets.

Dubai and the DIFC

Describe why you want to establish the applicant entity in DIFC.

Describe what value you will add to DIFC and the community of financial institutions and service providers by being here.

Describe what value you will add to Dubai by being here.

Risk and risk mitigation

Which risks does your organization face?

In particular, state if any significant parts of your revenues are dependent from one customer or one group of customers.

What do you do to mitigate these risks (please be specific)?

Anti-Money Laundering

Is there any risk for money-laundering through your business?

Please describe anti-money laundering procedures and policies do you have in place, if any (for example relating to know-your-customer, risk assessment and transaction monitoring)?

Management and ownership

Management team

Who are the people that will build your business successfully? State the competencies and experiences in your management team and among your key employees.

List the people in the management with their titles, and attach their CV's.

List any affiliations (ownership or managerial control) your management team may have to other companies within the DIFC.

Board

Does the company have a board of advisors/directors, if so; list the names, and current positions of these individuals, and ownership of the company, if applicable.

Ownership

List the persons or organizations that are beneficial owners of the company, list shares held and percentages of ownership.

If the company belongs to a Group, please show the Group structure and list other entities belonging to the same Group.

If the company belongs to a Group, list which business relations the company will have with other entities belonging to the same Group (for example outsourcing of services, supply or purchase of products, funding or financing, licensing of intellectual property rights, trademarks, et cetera).

Professional Support

Please identify your local banker(s), auditor(s) and corporate attorney if any.

Financial Plan

Assumptions

State the main assumptions of your business:

- Number of forecasted clients
- Size of forecasted clients
- Volume of services or products sold

- Pricing principles
- Other related assumptions

Please explain and verify your assumptions by referring to market or competitor analyses, previous experiences of entering new markets, existing client portfolio or other appropriate input.

Forecasted statements

Please provide a projected income statement, balance sheet, cash flow statement for a period of one (1) two (2) and three (3) years in DIFC.

Annual accounts for last three (2) years, Audited

- Balance Sheet Statement
- Income Statement
- Cash Flow Statement
- Bank references

Funding

Please explain the source of the funds that the business will be funded with and from which entities or persons capital injections or loans to finance the business will be received.

Exhibits

Please provide any of the following in support of your application:

- Product literature and brochures
- Sales sheets
- Customer references
- Media coverage
- Clips from industry publications
- Market research data
- Past advertising campaigns
- Other