

**TWIN-CITIES IN SUSTAINABLE PARTNERSHIP
PROJECT (TCSPP)**

THIRD PARTY SUPPORT- CALL FOR APPLICATION

APPLICATION TEMPLATE

[Your Business/Co-operative/Social Enterprise Name]

Business Plan

Prepared [Date]

[Prepare name, title]

[Preparer email address]

[Company website if applicable]

[Phone number]

[physical Address and GPS Address]

Table of Content

Executive Summary

Company Description

Products/Services

Market Analysis

Marketing and Sales Strategy

Cooperative/Social Enterprise Structure and Governance

Management and Operations

Funding Needs and Financial Projections

Social Impact and Sustainability

Risk Analysis

Implementation Plan

Conclusion

Appendix

1. EXECUTIVE SUMMARY

- *Briefly introduce the cooperative or social enterprise, and the problem it aims to solve.*
- *Clearly state the cooperative or social enterprise's mission and its long-term vision for creating positive change.*
- *Summarize the cooperative's/social enterprise's structure, products/services, target market, and unique selling proposition (USP).*
- *Highlight the potential social and environmental impacts the enterprise aims to achieve.*

2. COMPANY DESCRIPTION

- *Explain the background of the cooperative or social enterprise,*
- *Founding members, and the reasons behind starting it.*
- *Describe any legal and regulatory requirements specific to the cooperative or social enterprise.*
- *Discuss licenses, permits, and compliance matters.*
- *Include the location of the business (GPS coordinate) and any unique resources or advantages it possesses.*

3. PRODUCTS/SERVICES

- *Detail the agricultural products or services your cooperative will provide*
- *Explain how they address the identified market needs and contribute to your mission.*
- *Mention any sustainable or organic practices you plan to incorporate*
- *Emphasize how these offerings meet market needs and align with the enterprise's social goals*

4. MARKET ANALYSIS

- *Analyse the target market and identify its size, demographics, and specific needs of customers.*
- *Identify your target audience and market segment.*
- *Assess the size, growth potential, and competition in the market.*
- *Understand the needs and preferences of customers and how your cooperative can address them.*
- *Research competitors and similar initiatives to understand the competitive landscape.*

5. MARKETING AND SALES STRATEGY

- *Outline your marketing and sales approach to reach the target audience effectively.*
- *Define the promotional channels you'll use to reach your target audience, such as social media, community events, or partnerships.*
- *Describe your pricing strategy, considering both financial sustainability and affordability.*

6. COOPERATIVE/SOCIAL ENTERPRISE STRUCTURE AND GOVERNANCE

- *Explain the cooperative's/social enterprise's governance structure, including how decisions are made, roles of key members, and the rights and responsibilities of each member.*
- *Describe how the cooperative will manage conflicts, promote transparency, and ensure accountability.*

7. MANAGEMENT AND OPERATIONS

- *Introduce the core team and key personnel responsible for running the enterprise.*
- *Include their qualifications, roles, and responsibilities.*
- *Detail the day-to-day operations, supply chain management, and production processes.*
- *Highlight any unique approaches or technologies you'll use to optimize efficiency.*
- *Discuss the location, facilities, and equipment required, if applicable.*

8. FUNDING NEEDS AND FINANCIAL PROJECTIONS

- *Detail the initial investment needed to start and sustain the cooperative or social enterprise.*
- *Present financial forecasts, including revenue projections, cost estimates, and cash flow analysis for the next 3-5 years.*
- *Outline potential funding sources, such as grants, loans, or investments.*
- *Discuss the break-even point and timeline for achieving profitability.*

9. SOCIAL IMPACT AND SUSTAINABILITY

- *Elaborate on the social and environmental impact goals of the enterprise.*
- *Showcase the measures you'll take to track and measure these impacts.*
- *Highlight your commitment to sustainability, fair trade practices, or community development.*

10. RISK ANALYSIS

- Identify potential risks and challenges that may affect the cooperative's/social enterprise's success.
- Offer strategies to mitigate these risks and contingency plans to address unexpected circumstances.

11. IMPLEMENTATION PLAN

- Create a timeline with major milestones and goals for the cooperative or social enterprise.
- Break down the steps needed to launch/start-up the cooperative or social enterprise.
- Outline a plan for scaling and expanding operations, if applicable.
- Allocate responsibilities and deadlines among team members.

12. CONCLUSION

- Summarize the key points of the business plan,
- reiterate the social and environmental mission, and
- emphasize the potential for financial sustainability.

APPENDIX

1. *Copy of Registration Certificate (coloured photocopy)*
2. *Ghana Card of Co-operative/Social Enterprise Founders (coloured photocopies)*
3. *Bank Account Details*
4. *Prove of Availability of Land or Space for the Agriculture Module to be Selected by Each Member of the Co-operative/Social Enterprise*