**Business - Case – Template**

**Your Company Name here – Your Company Address Here - Phone: 000-000-000 - Email:** [**www.YourEmailAddresshere@gmail.com**](http://www.YourEmailAddresshere@gmail.com)

In order to start a business in Mauritius, a foreign investor/self‐employed applying for a permit must provide the Board of Investment (BOI) with a document describing the venture he/she intends to create.

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| --- | --- |
| Section | Significance in the business plan (%) |
| Executive Summary | 15 |
| Company Overview | 5 |
| Products or Services | 10 |
| Market Analysis | 10 |
| Management Team | 10 |
| Operating Strategies | 10 |
| Critical Risks | 15 |
| Cash Flow Statement | 10 |
| Income Statement | 5 |
| Balance Sheet | 5 |
| Funds Required / Used | 5 |

**Executive Summary**

It is a standalone overview of the business describing it in a clear, compelling and effective way. It must be able to be read in 5 minutes.

**Company Overview**

This section presents a vision, the history and the current status of the business. It also outlines the strategy and mission, as well as the goals and objectives set to realize it.

**Products or Services**

Presents the key features, technology, benefits, stage of development, intellectual property and competitive advantages of the products or services the business offers.

**Market Analysis**

Explains the industry trends and drivers, the target markets of the business and assesses the competitive environment.

**Management Team**

This section presents the organizational structure of the company along with the staff needs. It also includes a presentation of the top management team, with their CVs and roles, and the team history and dynamics. This section should highlight the adequacy of the team’s skills and the objectives of the business

**Operating Strategies**

In this section, the operating strategies are laid out: marketing, production, R&D, personnel, administrative and financial strategies.

**Critical Risks**

Identifies the major internal and external critical risks (financing, market, execution…), and viable plans to address them.

**Cash Flow Statement**

Plans out cash flows over a projected 5‐year period, consistent with the strategies outlined above.

**Income Statement**

Expose a realistic and attractive income potential of the business activity. This projection has to be detailed for the first 2 years, then quarterly for years 3 to 5.

**Balance Sheet**

This section must include a projected balance sheet for 5 years, including working capital and fixed asset requirements and detailing the capital structure of the business.

**Funds Required / Used**

A clear and concise presentation of the amount, type, timing and use of funds gathered. This section should present a precise timeline with figures presenting the investment plan on 5 years for the business.