

Guidelines for Preparation of Business Plan
(Service Industry)
Industrial Projects

Department of Industry
Ministry of Industry, Commerce and Employment

Guidelines for Preparation of Business Plan for Industries
(Service Industries)

This guideline is to be used for reference to make Business Plan
and not to be used as a fill up form.

Not limiting to the following, the business plan must include information:

1. Proposed project name:

Provide name of the business establishment. In case of a company the name must be approved by the Company Registry Division (Online at www.cra.gov.bt)

2. Promoters detail:

A. Personal Details:

Name:
CID No:
Date of Birth:
Contact Number (s):
Email ID (s):

B. Permanent Address;

Village/Town:
Gewog:
Dzongkhag/Dungkhag/Thromde:

C. Contact Address for correspondence: (This will be used for all correspondences)

i.
ii.
iii.
iv. Tele/Cell No.
v. Email.

D. Details of Foreign Investor (where relevant):

1. Name of Individual/Company:
2. Nationality:

3. Mailing Address:
4. Email: Contact No:
5. Website:

E. Profile of Investor (s):

Note:

1. *In the event of more than one promoter, details of each promoter will have to be reflected in the proposal separately.*
2. *In the event of business being a company or a partnership, the shareholding pattern must be provided.*

3. Project activity:

Specify project activity/activities.

4. Rational/benefits of investment:

Detail the reasons for investing in this business with brief explanation.

5. Project description:

Provide brief description of the project.

6. Location of Project:

Village/Town:

Gewog:

Dzongkhag/Dungkhag/Thromde:

The proponent needs to obtain location clearance from relevant authority.

7. Land (Acre/decimal/sqft.):

- i. Land requirement for the project.
- ii. Provide details of land such as Thram No., Plot No., Ownership Type, etc in case of private land.
- iii. Provide proper authorization from the family members/landowner(s), in case of family/joint/third party ownership.
- iv. Provide land lease certificate/land allotment order in case of State Reserved Forest Land (SRF)/Land in Industrial Parks or Estates from concerned agencies.

8. Layout plan of plant/factory:

Provide Plant/Factory layout drawn to scale (with dimension).

9. Project cost (excluding working capital):

The project cost shall include cost of land, building, equipment, furniture and fixtures, site development, etc.

10. Project Financing:

Provide information on the sources of finance including debt to equity ratio.

11. Installed capacity:

Provide installed capacity of the project such as number of rooms/ intake/bandwidth/route etc.

12. Machineries, equipment, furniture and fixtures details:

Provide information on all machineries, equipment, furniture and fixtures etc. required for the project with estimated cost.

13. Power requirement (where relevant):

Provide information on the total power required for project in KW.

14. Foreign exchange requirement:

Provide information on foreign exchange requirement for the project:

a) Capital: The amount required and details on how it will be utilized. There has to be information on machineries, furniture, equipment and items required to be imported from third country with source of country and price.

b) Recurrent: The recurrent part of foreign exchange requirement will not be provided by the Government. Therefore, the promoter is required to reflect your plan to manage foreign exchange requirement for recurrent expenditures.

15. Project profitability:

A brief assessment report of project profitability has to be provided.

16. Market:

Provide information on prospective clients with target share percentage from various destinations.

17. Manpower requirement (during operation):

Include all categories such as managerial, technical, professional, skilled, and unskilled in table form indicating total national and non-national that would be employed.

In the event of any non-national to be employed, include a phase out plan.

18. Environmental impact and mitigation plan:

This section must highlight possible environmental impact on land, water, air etc. and the ways and means to mitigate and overcome/minimize the impact.

You may also highlight the technology to be used in terms of cleaner production.

19. Documents required to be submitted:

- i. Covering letter
- ii. Business Plan
- iii. Location Clearance from relevant local government authorities (where relevant)
- iv. Sectoral Clearance from relevant agencies (where relevant)
- v. Environmental Clearance from appropriate authorities (where relevant)
- vi. Name clearance (where relevant)
- vii. Copy of citizenship identity card of promoter (s)
- viii. Copy of Lag Thram (if in private land)/Land Lease Certificate (if in State Reserve Forest Land)
- ix. Power Clearance (where relevant)

Note:

1. *All the clearances must be obtained in the name of promoter(s)/project.*
2. *The project activity mentioned in all the clearances must be same.*

UP-GRADATION/ADDITIONAL ACTIVITY/ACTIVITY CONVERSION:

Proposals for up-gradation/additional activity/activity conversion shall contain all changes pertaining to the project vis-à-vis the approved existing project. Information on the existing project must be clearly provided.