



INFORMATION TO BE INCLUDED IN THE BUSINESS PROPOSAL/PLAN

A. Business Outline

- i. Project outline/proposed activity
- ii. Promoters detail
 - a. Background of the promoter(s)
 - b. Details as to who is implementing the project? Mention the skills and experience of the Project Implementation team.
 - c. Management and Organization set-up: Details as to the functional executives including qualification, experience and over-all set up of the new business.
 - d. Manpower (during operation) - Include for all categories such as managerial, technical, professional, skilled, unskilled and semi-skilled (National/ Non-National)
- iii. Location of the Project - Details on the site and location of the proposed project
- iv. Land requirement - Details including type of current land use, requirement in acres or sq. ft., land to be owned or on lease, etc.
- v. Production capacity
- vi. Brief description on manufacturing process/technology - Include details as to the basis of the selection of the production technology and its capacity.
- vii. Final product and quantity details
- viii. Machineries and equipment required
- ix. Power requirement in KW
- x. Supplier Details for equipment, machineries, inputs, etc.
- xi. Market Research
 - a. Target market
 - b. Provide details of the Marketing Strategy.
 - c. Competitor Analysis and list of competitors.
- xii. Project implementation timeline - Indicate here the expected implementation timeline of the project.

B. Financial Details – Provide information as per the format attached.

Note: Financial Analysis (It will be done by CSI Bank based on information provided by the applicant).

- a. Project Cost and expenses as per the attached annexure
- b. Selling price of the product
- c. Selling price of the competitor



Annexure (Project Cost and Expenses)

SL No.	Particulars	Quantity	Rate (Nu.)	Total Amount (Nu.)