



# **MATCHING GRANTS PROGRAMME**

## **TANZANIA BUSINESS DEVELOPMENT SCHEME BUSINESS DEVELOPMENT PLAN - GUIDELINES**

A company must submit a Business Development Plan if it is applying for grant assistance for an activity, or programme of activities, that will cost more than \$ 20,000. The Plan need not be a long or complex document but should demonstrate how the proposed activities will enhance overall company development. It should show why the activities are being undertaken and the impact they will have on the company.

The Business Development Plan should address at least the following issues.

### **1. Company profile**

This should describe the trading background and present situation of the firm. The profile should include ownership, financial situation, profitability, products and present markets.

### **2. Business objectives**

This section should:

- State both the overall goals of the company and the objectives and targets of the proposed activities.
- Discuss the specific problems the grant assistance will be used to address and how the proposed activities will contribute to solving them.
- Include sales targets, broken down by product/market, for three years.

The Plan should demonstrate that the objectives are realistic and achievable. All targets should be quantified and related to time so the impact of the activities can be measured.

### **3. The Plan and Work Programme**

The Plan should outline the complete range of activities being undertaken to achieve both the company's objectives. It should detail those activities for which grant assistance is being sought and state how they will contribute to company growth.

The proposed activities and the time scale within which they will be undertaken should also be stated. This will specify the activities, who will execute them and when they will happen. Both internal personnel and external resources such as consultants should be specified.

### **4. Budget**

How much will it cost to implement the proposed activities? This should be broken down under the appropriate headings.