

**PROJECT BRIEF**

Organization/ACP/ Proponent	:	
Proposed Business/ Project	:	
No. of Beneficiaries	:	
Total Project Cost	:	<u>Php _____</u>
- DOLE Support	:	<u>Php _____</u>
- Organization/ACP/ Proponent	:	
- Others (List)	:	
Total	:	<u>Php _____</u>
Contact Person	:	
Contact No.	:	

**II. EXECUTIVE SUMMARY**

- A. Marketing Aspect
- B. Production Aspect
- C. Management Aspect
- D. Financial Aspect
- E. Collaboration of Stakeholders' Commitments (Organization/ACP, beneficiaries, etc.)

**III. ORGANIZATION/ACP/PROPONENT OVERVIEW**

- History, structure and organization
- Strategic direction
- People and relevant skills and expertise
- Address/location

**IV. INTRODUCTION**

- A. *Background Information*
- B. Purpose and objectives of the proposed business/project
- C. Direct and indirect beneficiaries
- D. Brief description of the proposed business

**V. THE PROPOSED BUSINESS/PROJECT**

## A Marketing Plan

Describe/specify the following:

- Analysis of the market
  - ✓ How the business would fit in
  - ✓ Who are the competitors
  - ✓ What are the opportunities/threats
  
- Products or services to be offered
  - ✓ Quality
  - ✓ Affordability
  
- Brand strategy
  - ✓ What makes the product/service unique ✓  
Advantage against competitors
  
- Distribution strategy
  - ✓ How big is your volume requirement ✓  
What is your delivery schedule
  - ✓ What is your mode of selling (cash or credit or both)
  
- Product strategy
  - ✓ How you will sustain the delivery of product/service
  
- Pricing strategy
  - ✓ What is your buying price
  - ✓ What is your selling price (mark-up)
  
- Promotion strategy
  - ✓ How you will promote your product/service
  
- Prospective Buyers
  - ✓ Who are your buyers
  - ✓ Where are they
  - ✓ How big is your market share

## **B. Production Plan**

Describe/specify the following:

- Production Cycle (step by step procedures in producing the product/service)
- Plant/Workplace (building, size, lay-out, location)
- Raw Materials (how many, availability from supplier, cost)
- Facilities required and their production capacity (equipment, tools and materials)
- Personnel (how many directly involved, production capacity, skills/training needed, support services, remuneration)

- Safety and Health (safety measures, protective gears)
- Productivity (production capacity of personnel/equipment)
- Space (total area for production, stockroom for raw materials, office/transaction space)

**C. Management Plan**

Describe/specify the following:

- Composition of Project Management Team

Specific Duties and Responsibilities

- Organizational Structure
- Tasks Assigned to Production Workers

Specific training needs

- Commitment of Stakeholders

**D. Financial Plan**

**1) Monthly Working Capital Requirement**

a. Cost of Direct Raw Materials

Materials	Unit Cost	Quantity	Total Cost
<b>Total</b>			

b. Cost of Direct Labor

Labor	Rate	Quantity	Total Cost
<b>Total</b>			

c. Overhead Cost

1. PMT Supervision/Administrative Cost

Position	Rate	Quantity	Total Cost
<b>Total</b>			

2.\* Marketing Cost : \_\_\_\_\_

3.\* Utilities :

4.\* Transportation : \_\_\_\_\_

5.\* Rent :

6.\* Others :

**(Note \* : Show breakdown of computation)**

d. Capital Outlay (Equipment/Tools)

Item	Unit Cost	Quantity	Total Cost
<b>Total</b>			

e. Pre-Operating Costs

i. Cost of Trainings (Show computation per training) ii.

Licenses/permits

iii. Other attendant costs

**2) Total Project Cost**

ITEM	TOTAL COST	FUNDING SOURCE			
		DOLE	Proponent/ Org	Beneficiaries	Others
1. Land					
2. Building					
3. Working Capital					
<input type="checkbox"/> Raw Materials					
<input type="checkbox"/> Labor					
<input type="checkbox"/> Equipment					
<input type="checkbox"/> Overhead/Adminis- trative Cost					
<input type="checkbox"/> Rent					
<input type="checkbox"/> Marketing					
<input type="checkbox"/> Utilities					
<input type="checkbox"/> Transportation					

4. Pre-Operating Expenses					
<input type="checkbox"/> Training					
<input type="checkbox"/> Licenses/Permits					
<input type="checkbox"/> Others					

**3) Financial Statements (three (3) year period)**

Income Statement (Profit-and-Loss Statement)

✓ How much does the business earn over a given period of time

Cash Flow Statement

✓ How much cash is needed to meet monthly obligations, when will it be needed and where it is coming from

Balance Sheet Statement

✓ Summary of all financial data at a given point in time showing the business' growth in terms of net worth

**E. Stakeholders' Commitment**