



**MINISTRY OF MINING, BLUE ECONOMY AND MARITIME AFFAIRS
STATE DEPARTMENT FOR THE BLUE ECONOMY AND FISHERIES
AQUACULTURE BUSINESS DEVELOPMENT PROGRAMME**

BUSINESS PROPOSAL FORM: SAGS AND ASES

SECTION ONE: BUSINESS BACKGROUND	
Name of business/organization/group:	
Physical location:	
Telephone number:	
Vision: Where do you want to be in the next 5-10 years?	
Mission: Purpose of being in business	
Leadership structure: (Tick appropriately) <input type="checkbox"/> Chief Executive Officer <input type="checkbox"/> Chairperson <input type="checkbox"/> Secretary <input type="checkbox"/> Treasurer <input type="checkbox"/> Finance officer <input type="checkbox"/> Marketing officer <input type="checkbox"/> Procurement officer	Name:
SECTION TWO: BUSINESS SITUATIONAL ANALYSIS	
SWOT analysis of the Business	
SWOT analysis describes the current state the Business. Describe an outline of the Business's current Strengths, Weaknesses, Opportunities, and Threats?	
Strengths	
Weaknesses	
Opportunity	
Threats	
How will you address the weaknesses?	



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How will you utilize the opportunities available?	
How will threats be mitigated?	
SECTION THREE: MARKET ASSESSMENT	
What is your target market?	
How do you plan to expand your target market?	
Describe the products and services you plan to sell.	
How do you plan to sell your products/services?	
Who are your key competitors?	
What will you do better to overcome your competitors?	
How much will you sell your product for?	
How will you promote your product/service (word of mouth, social gatherings, sale agents, samples, posters, etc)?	
How do you plan to reach your customers?	
SECTION FOUR: MANAGEMENT AND RESOURCE NEEDS	
What key expertise do you need to run the business?	
How many staff will you need to effectively run the business?	



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SECTION FIVE: PRODUCTION/OPERATION PLAN

What premises and equipment do you need for production and how will you get them?

What supplies/raw materials will you need and where will you get them?

SECTION SIX: FINANCIAL PLAN

Required start-up capital

Item (where necessary)	Cost	
Business premises		
Equipment		
Machinery and Tools		
Furniture		
Stock of raw materials		
Licenses and fees		
Marketing expenses		
Salaries/Wages		
Rent		
Electricity and water		
Other costs (Specify)		
TOTAL START-UP CAPITAL	Amount (KSh)	



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Source of start- up capital		
Group/Owners contribution		
Grant amount		

SECTION SEVEN: RISK MANAGEMENT

What challenges do you expect and how will you address them?

Challenge	How to address them

Business Proposal Form for SAGs/ASEs compiled by:

We certify that the above information is true to the best of our knowledge.

Name;..... Position.....

Date..... Signature.....

SAGs/ASEs STAMP.....

For the ABDP Business Proposal Form for SAGs/ASEs received by:

Name..... Position.....

Date..... Signature.....

County ABDP STAMP.....

For the ABDP Business Proposal Form for SAGs/ASEs verified by:

Name..... Position.....

Date..... Signature.....

County ABDP STAMP.....