



**MINISTRY OF AGRICULTURE, ANIMAL INDUSTRY, AND FISHERIES  
P. O. Box 102 Entebbe – UGANDA**

**UGANDA CLIMATE SMART AGRICULTURAL TRANSFORMATION PROJECT  
(UCSATP)**

**BUSINESS PLAN TEMPLATE FOR APPLICANT ORGANIZATIONS  
INTERESTED IN UPSCALING FISH FEED AND SEED PRODUCTION UNDER  
THE PROJECT**

---

**SUBMITTED BY MANAGEMENT OF THE APPLICANT  
ORGANIZATION**

# BUSINESS PROFILE

## 1. Background Information

1.1 Name of the Organization: \_\_\_\_\_

1.2 Location of the Organization:

Sub-region----- District: \_\_\_\_\_ Sub-County \_\_\_\_\_

Parish \_\_\_\_\_ Village \_\_\_\_\_

1.3. Contact address: \_\_\_\_\_

1.4. Date of start of implementation of this business plan \_\_\_\_\_

1.5. Basic Information:

|   |   |  |
|---|---|--|
| a | Number of shareholders/ members   |  |
| b | Males   |  |
| c | Females   |  |
| d | Average age of shareholders/ members  |  |
| e | What is the major goal of the organization?   |  |
| f | Education levels (in percentages for different levels e.g 30% shareholders/members attended primary e.t.c)  |  |
| g | What percent of the shareholders/members are currently engaged in the business activities and what are the major business activities under taken by them? |  |
| h | What percentage of the shareholders/ members stay in the same village   |  |
| i | What percentage of the shareholders/members stay in the same parish   |  |
| j | What percentage of the shareholders/ members stay in the same sub county  |  |
| k | Current amount of savings by the organization (in Uganda shillings)   |  |

## 1. Detailed Business Plan

|                            |   |  |
|----------------------------|---|--|
|                            |   |  |
| Business activity overview | What is the product or service of your organization?  |  |
|                            | What are the key features of your product or service?   |  |
|                            | How much do you target to produce in a month or year?   |  |
|                            | What are the main uses of your product or service?  |  |
|                            |   |  |
| <b>Operational Plan</b>    | Where is the business located?  |  |
|                            | What are the advantages and disadvantages of the location?  |  |
|                            | What facilities and equipment are being used to produce product or provide service?                                       |  |
|                            | What are the key inputs/ raw materials needed to produce the product or service? How many/much do you need per month?     |  |
|                            | From whom will you source these inputs?   |  |
|                            | How will you ensure that you will have an adequate supply of raw materials?   |  |
|                            | What are the key requirements to become a supplier?   |  |
|                            | What are the current terms of payment?  |  |
|                            |   |  |
| Management Plan            | What are the key activities in your business?   |  |
|                            | How will you manage your business activity, who will do what functions in your group? {positions, JDs and qualifications} |  |
|                            | What type of business support do you require and how do you plan get that support?  |  |
|                            |   |  |
| Capacity                   | What type of skill sets, and prior experiences exist in   |  |

|                       |  |  |
|-----------------------|--|--|
|                       | your organization that will help you in your business activity?  |  |
|                       | What type of support (technical, business etc.) your organization may need (from project staff and others) to manage your business activity effectively, please specify?   |  |
|                       |  |  |
| Market description    | Who are the possible customers? Indicate the different types of customers or users of your product or service  |  |
|                       | Among all the possible customers you have identified, which type of customers or segment will your organization focus on?  |  |
|                       | Why did you choose to focus on this market segment?  |  |
|                       | Why do your target customers need your product or service?<br>What specific need in your target market will the product or service address?<br>{What makes our product better than what is already available in the market?} |  |
|                       | Who are your competitors?  |  |
|                       | What is the estimated demand for your product or service?  |  |
|                       | What percentage of the market do you hope to penetrate?  |  |
|                       | How can you compete with your competitors?   |  |
|                       | How can you increase your market share over time?  |  |
| Promotion strategy    | How will you inform your target customers about your product or service and?   |  |
|                       | What will be the main message(s) that you will communicate in your promotional activities?   |  |
| Distribution strategy | How is your product or service going to get to the customer?   |  |

|   |   |  |
|---|---|--|
|   | What is the contractual relationship between you and your target customers?                                       |  |
| <b>Pricing strategy</b>                                 | How will you set the price of your product or service?  |  |
|   | How does the pricing of your product or service compare to the market price of similar products or services?      |  |
| Financial management:<br>Income statement               | What is the TOTAL INCOME (Income: money paid for your services or products)                                       |  |
|   | What are TOTAL EXPENSES (Expenses: money spent, or cost incurred to generate income)                              |  |
|   | What is the cost of Materials?  |  |
|   | What is the cost of Salaries/Wages?   |  |
|   | What is the cost of Utilities and Other Expenses?   |  |
|   | What is the Gross Income?   |  |
|   | How much tax was paid?  |  |
|   | What is the Net-Income  |  |
| <b>Financial management:<br/>Assets and Liabilities</b> | List all the things or assets that the business owns and the corresponding value last year                        |  |
|   | List all the estimated debts and value incurred last year   |  |
| Financial management:<br>start-up costs and cash flow   | What business activities are you spending on to produce or deliver the product?                                   |  |
|   | What is the lifecycle or maturity period of your business activity (time by which you will start to get returns)? |  |
|   | What is the cost-benefit/profitability analysis for your business activity?                                       |  |
|   | How much fund have you/is to be invested in implementing this plan?   |  |
|   | How much is your contribution towards the implementation of this business plan?                                   |  |

|   |   |  |
|---|---|--|
|   |   |  |
| Gender                                      | How was the participation of all shareholders/members especially women in the identification, design and preparation of the business plan?  |  |
|   | How have the needs of the women shareholders/members been considered in the business plan?  |  |
|   |   |  |
| Sustainability                              | What is the plan for sustainability of the business activity at the community level?  |  |
|   |   |  |
| Risks                                       | What are the anticipated risks involved in your business activity, and how you are planning to mitigate them?   |  |
|   |   |  |
| Environmental and social impact             | What potential adverse social effects may occur due to the business activity (if any)? In case of any social effects, occur, what mitigation measures are in place to overcome these effects?               |  |
|   | What potential adverse environmental effects may occur due to the business activity (if any)? In case of any environmental effects, occur, what mitigation measures are in place to overcome these effects? |  |
|   |   |  |
| Expected results from the business activity | Expected improvement in livelihoods   |  |
|   | Expected increase in incomes  |  |
|   | Expected savings  |  |

|  |   |  |
|--|---|--|
|  | Expected<br>reinvestment/diversification<br>plans |  |
|  |   |  |

## 2. Action/implementation Plan

List the major activities to be undertaken as part of the business plan

| Activities to be carried out | Who will carry out the activity? | When will the activity be carried out? | Implementation support required by the organization | Remarks |
|------------------------------|----------------------------------|--|---|---------|
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |
|                              |                                  |  |   |         |



### 3. Procurement plan for the business activity<sup>1</sup>

|  |  |
|--|--|
| Who will do the procurement?               |  |
| What items will be procured?               |  |
| What procurement methods will be followed? |  |
| Description of procurement process?        |  |

#### 4. Budget Template

| Activity | Unit | Quantity | Unit Price (UG. Sh.) | Total Cost (UG. Sh.) | Remarks |
|----------|------|----------|----------------------|----------------------|---------|
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |
|          |      |          |                      |                      |         |

