

**FORM**  
**of the business plan presented**  
**for the conclusion (amendment) of the agreement of**  
**industrial and production activity performance**

Position \_\_\_\_\_ Certify  
\_\_\_\_\_ Full name of the  
\_\_\_\_\_ 200\_

(seal)

**BUSINESS PLAN**  
(short name of the project)  
city year

1. Information of the applicant for a receipt of the resident status of a special economic zone
    - 1.1. Name of the legal entity that is the applicant for a receipt of the resident status of an industrial and production special economic zone (hereinafter referred to as the applicant) or the resident amending conditions of the agreement of industrial and production activity performance.
    - 1.2. Form of incorporation of the applicant, names and addresses of founders.
    - 1.3. Date of the applicant registration, number of the registration certificate, name of the authority registered the applicant.
    - 1.4. Place of the state registration and mailing address of the applicant.
    - 1.5. Full name, phone and fax numbers of the applicant's head (heads).
  - Type (types) of economic activity of the enterprise. In the event that as of the time of unsolicited bid submission the enterprise performs some types of economic activity state a profit percent falling at each type of activity in total profit volume at the average for the last fiscal year activity.
  - 1.6. Term of the project realization.
  - 1.7. A full cost of the project realization, expectable sources of funds and their structure (own and extra means of the applicant, budget financing).
  - 1.8. Statement of a business secret.
  - 1.9. Execution date of the business plan.
2. Preamble (project summary document) (2 - 3 page)  
Information defining directions and purposes of the applicant's activity, proof of economic efficiency and the project tradability.
    - 2.1. Essence of a prospective project and a realization place.
    - 2.2. Efficiency of the project realization.
    - 2.3. Total cost of the project.
    - 2.4. Necessary (leveraged) financial resources.
    - 2.5. A project payback period.
    - 2.6. Financial results of the plan realization (pure current cost, internal rate of profitability, annual tax revenues to the budget of the Russian Federation, the budget of the Russian Federation constituent and the local budget during next 3 years).

- 2.7. Prospective form and conditions of participation of the investor (creditor).
- 2.8. Guarantees of return of investments (credit resources).
- 2.9. Spillover (social, ecological) effects of the project realization.

3. Analysis of state of affairs in the industry and description of the applicant organization (to page 7)

- 3.1. Analysis of a current state and prospects of industry development.
- 3.2. Basic consumer groups and their territorial location.
- 3.3. Forecast of market products (works, services).
- 3.4. Prospective share of the applicant in industry production. Importance of these products for economic and social development of the Russian Federation constituent.
- 3.5. The list of basic (potential) competitors, their market shares.
- 3.6. General concept of prospective business (functioning purposes, produced goods (works, services), basic consumers).
- 3.7. Founders of the applicant organization.
- 3.8. List of existing (potential) strategic partners and counterparts.

4. Description of products (works, services) (to page 5)

- 4.1. Basic description of products (works, services) (a functional purpose, basic consumer qualities and parameters of products (works, services), meeting of state standards, patent and license protection, requirements to quality control, service, possibilities of adaptation (modification) products (works, services) to market changes).
- 4.2. Experience of manufacture of given products (works, services).
- 4.3. Quality analysis of life cycle of products (works, services).
- 4.4. Comparative analysis of basic description of similar and competing (displacing) types of products (works, services).

5. Marketing and sale of products (works, services) (to page 7)

This section shall prove that products (works, services) of the applicant has a sales market and suitable tactics of competitive activity and a mechanism of market promotion are proved:

- 5.1. Factorial analysis of market condition of sales of products (works, services) and its segments (volume, saturation degree, potential growth at the market).
- 5.2. Estimation of the applicant's share at the market and sales volume under the nomenclature of produced goods (works, services).
- 5.3. Motivation of a market niche of products (works, services) and a medium-term concept of its expansion i.e. description of target markets and behavior of consumers, sales forecasts, difficulties of target market access, the most effective mechanisms of target market promotion of products (works, services).
- 5.4. General marketing strategy of the applicant.
- 5.5. Description of the applicant's pricing (comparison of own strategy in the context of prices with a price policy of basic competitors, grounding of products price subject to quality requirements and analysis of prime cost forming, estimation of cost payback, sales breakeven level, discount policy).
- 5.6. Tactics of realization of products (works, services). Analysis of realization methods (direct delivery, sales representatives, intermediaries) and their efficiency, choosing of priority sales channels in the longer term, contracts and letters of intent for a delivery.
- 5.7. Aftersales service policy and guarantees.
- 5.8. Advertising and market promotion of products (works, services).

5.9. Quality strategy (description most attractive to consumers concerning quality of products (works, services), trends for their change, strategic line of the applicant's behavior at the market in the context of quality and design of products (works, services)).

6. Production logistics (to page 3)

6.1. Sources of supply of raw materials for production, their location and supply types, transportation volumes (per month).

6.2. Necessary warehouse capacities for processing and storage of raw materials.

6.3. Necessary warehouse capacities for storage of finished products and types of consumer deliveries, transportation volumes (per month).

7. Production plan (to page 5)

Motivation of choosing a production (scientific and technologic) process and possibility of the applicant to produce a necessary quantity of products (works, services) with certain qualitative description in fixed terms. All the data of this section shall be presented in the medium-term.

7.1. Place of the project realization (with motivation of the choice) and a building site, their peculiarities (climate; provision with a transport, engineering, social infrastructure; construction and mounting organization; additional repair contractors; condition of production spaces, etc.).

7.2. Planning and estimate cost of the project works (terms of building, installation, commissioning and gaining the project power of the equipment with a timing schedule including each stage realization costs).

7.3. Production program of the applicant in view of nomenclature.

7.4. Production capacities and their development (estimate of fixed assets proceeding from production standards, production technology and motivation of its choosing, technical and age structure of a capital equipment, suppliers of it, possibility of rent and leasing of a necessary equipment, form of depreciation and annual amount of depreciation charges).

7.5. Plan of capital investments.

7.6. Strategy of material support of production activity program (estimate of material resources, suppliers of resources and motivation of its choosing, supply conditions, guide prices, possible alternative sources of resource supply).

7.7. Estimate of supply of production demands with qualified personnel (personnel total number, analysis of structure of the applicant's production program by age and qualification remuneration system and annual salary fund, expected changes in the personnel structure during business development).

7.8. Description of ecological consequences of the project realization, provision of ecological and technical safety.

7.9. Analysis of quality system of products (works, services).

8. Organizational plan (2 - 3 pages)

8.1. A short description of members of board of directors and a top management of the applicant (short resumes including a qualification, employment sheet and experience in the given field of activity, contact phones).

8.2. Organizational structure of management of the applicant's organization (including basic functions of representatives of the top management).

8.3. Schedule of basic events of business development (list of types of planned events including a date of the beginning and finish of works, executives).

9. Financial plan (to page 5)

In this section along with forecasted flow of funds (inflow and payments) a current financial state of the enterprise shall be described. All calculations of this section shall be performed on the basis of information given in *Marketing and sale of products (works, services)* and *Production plan* sections. All the data of this section shall be presented in the medium term.

9.1. Analysis of a financial and economic state of the applicant (only for operating organizations by calculation of liquidity figure, financial stability, business activity, property state, profitability, market cost).

9.2. Income and expense budget of the applicant (estimated incomes and expenses by all types of activity of the applicant. The first year of the project realization in monthly breakdown, 2nd and 3rd quarters, by year).

9.3. Budget of flow of funds (estimated incomes and expenses by all types of activity of the applicant. The first year of the project realization in monthly breakdown, 2nd and 3rd quarters, by year).

9.4. Budget of tax payments (estimated tax payments by all types of activity of the applicant. The first year of the project realization in monthly breakdown, 2nd and 3rd quarters, by year).

9.5. Estimated volume of the project investments including financing sources.

## 10. Estimation of the project efficiency and risks of its realization

The section is key. According to it the project realization costs are planned and its efficiency is determined and also estimation of risk factors of the project realization and possible ways of risk decrease is performed. The section shall include the information as follows:

10.1. Calculation of absolute economic indices of the applicant's activity (revenue, cost price analysis of products (works, services), cost saving offers, extraordinary incomes and expenses, balance profit and income after tax).

10.2. Calculation of NPV of the project (by months).

10.3. Calculation of IRR (internal revenue rate shall be not less than approved interest rate by long-term credits).

10.4. Calculation of a payback period of the project investments (a term since the beginning of the project realization by the given business plan till the moment when the difference between a net profit cumulative amount with depreciation charges and volume of investment costs will acquire a positive value).

10.5. Determination of a break-even point of the applicant's activity (calculate as a ratio of outgoings amount to products price variance and amount of variable costs divided to a volume of the products realization).

10.6. Analysis of basic risk types:

10.6.1. Technological risk (technology maturity, availability, serviceability and maintainability of the equipment; availability of spare parts, additional facilities and devices; tool provision; maintenance personnel training; qualified personnel when provided by the project; participation in installation and training of foreign specialists).

10.6.2. Organization and management risks (availability and completion guarantee of work performance schedule; interest of all the participants in schedule fulfillment; possibility of organizational failure duplication; availability of a qualified management personnel (certification of managers); relations with local authorities).

10.6.3. Risk of material support (information analysis of basic production resources suppliers; estimation of possibility of alternative raw materials conversion; level of organization of raw materials incoming control).

10.6.4. Financial risk (estimation of existing financial standing; probable failure to pay by the project participants; credit and interest risk).

10.6.5. Economic risks (stability of the applicant's economic status to changes of macroeconomic status in the country; consequence estimation of increase of tariffs and strategic resource prices; possibility of decrease of effective demand for products in the constituent of the Russian Federation and in the country in general; alternative sales markets; consequences of a tax climate deterioration).

10.6.6. Ecological risks (possible penalties and their influence on the applicant's economic status).

## 11. Appendix

The appendix includes documents confirming and explaining data given in the business plan.

Notes:

- the business plan is worked out for the period exceeding the project payback for three years;
- By motivation of the investment project all the calculations are performed in average annual prices of year in which the business plan is submitted for a conclusion (amendment) of the agreement of industrial and production activity performance;
- Federal agency of management of special economic zones has a right to request additional information concerning the submitted business plan;
- The applicant may present additional information as he thinks fit.