

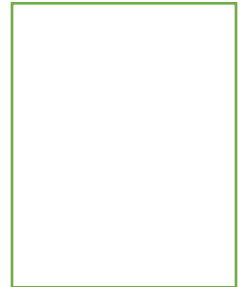
“Ventures Promoting Self-Sufficiency”

APPLICATION TEMPLATE FOR GENERAL CATEGORY

A. APPLICATION DETAILS

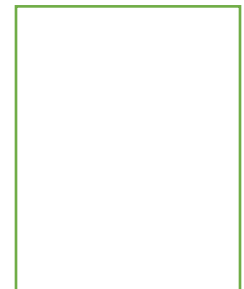
(Please fill in the following details before submitting)

- a. Name of the proponent 1:
- b. CID:
- c. Email:
- d. Contact Number:
- e. Alternate Contact Number:
- f. Current Address: Village/Place:
Gewog:
Dzongkhag:
- g. Permanent Address: Village:
Gewog:
Dzongkhag:
- h. Employment Status:



1 Attach your latest passport picture. Attach your formal picture only.

- a. Name of the proponent 2:
- b. CID:
- c. Email:
- d. Contact Number:
- e. Alternate Contact Number:
- f. Current Address: Village/Place:
Gewog:
Dzongkhag:
- g. Permanent Address: Village:
Gewog:
Dzongkhag:
- h. Employment Status:



2 Attach your latest passport picture. Attach your formal picture only.

Note: The first name in the list will be considered the team leader, if in a team. Kindly provide the details of your partners if you have **more than two** in the same format as above.



5. Elaborate on your marketing strategy.

[This must include the target customers/market, you can use the 4ps (Product, Price, Promotion & Place) of marketing to illustrate your marketing mix and explain any other strategies you would like to adopt. Strategies related to product, price, place and promotion should be captured in the 4 Ps and other marketing strategies to be written separately here.] (Not more than 1000 words)

6. List down the competitors for your business.

[Simply list down your competitors along with their products that you think is a competition for you if any, and if there are no competitors and then please provide reasons for why there are no competitors in not more than 200 words]

7. Identification and management of risks [Not more than 700 words]

(Write down the probable risks for your business along with strategies to address those risk. You may opt to write it in a table form for convenience and clarity)

8. Financials (Provide financial statements and revenue model]

- a. Provide the estimated cost for your proposed venture. [Please provide the estimated cost for setting up your venture. Here you can list down the name of the assets and working capital]

This is only a sample for you to show your estimated project cost. You may use a different format depending on your convenience.

Particulars	Nu
Fixed Assets	XXX
Eg. Machinery	XXX
Eg. Table	XXX
TOTAL FIXED ASSETS (A)	XXX
Mention the absolute necessary expenses to run your business for the first 3 months	XXX
Eg. Rent	XXX
Eg. Electricity etc	XXX
Total Working Capital (B)	XXX
Estimated Project Cost (A+B)	XXX

Note: provide your assumptions on how you reached your cost/price/expenses.

a. Financial Statements

Financials must include 1. Projected profit & loss account, 2. Cash flow statement and 3. Balance sheet.

The financial statement provided should be for a minimum of **five** years. Please **provide the financial assumptions** you have taken to arrive to the figures projected in the financial statements.

You can also include Break-Even-Point Analysis and compute relevant financial ratios. However, it is OPTIONAL.

The following are **ONLY** a **sample template** for P&L A/c, Cash Flow Statement and Balance sheet and you **can** use other formats that are less rudimentary according to your knowledge and comfort.

i. Sample Template for P&L A/c

Profit & Loss A/c for ***					
Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
INCOME: List down the income from your business	XXX	XXX	XXX	XXX	XXX
Eg. Sales	XXX	XXX	XXX	XXX	XXX
eg Commission	XXX	XXX	XXX	XXX	XXX
TOTAL INCOME (A)	XXX	XXX	XXX	XXX	XXX
EXPENSES: Please list all the expenses you anticipate	XXX	XXX	XXX	XXX	XXX
Eg. Rent	XXX	XXX	XXX	XXX	XXX
Eg. Electricity etc	XXX	XXX	XXX	XXX	XXX
Total Expenses (B)	XXX	XXX	XXX	XXX	XXX
Profit/Loss (A-B)	XXX	XXX	XXX	XXX	XXX

NOTE: Financial Assumptions (Please list down all your financial assumptions)

Eg. I am assuming Nu 150 sales per week; I am anticipating Nu 8000 as my rent etc.

ii. Sample Template for Cash Flow Statement

Particulars	Year 1	Year 2	Year 3	Year 3	Year 4	Year 5
Cash Inflow: (Please list down all the actual cash inflow expected)						
Cash received from sales	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Commission received etc	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Total Cash Inflow (A)	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX

Cash Outflow: (List down all the possible actual cash outflow from your business)						
Purchases	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Payment etc.,	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
TOTAL CASH OUTFLOW (B)	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
NET CASH FLOW (A-B)	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Beginning Cash Balance	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Ending Cash Balance	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX

Note: While you are free to adopt any format, please use the **direct method** for calculation of the cash flow.

iii. Sample Template for Balance Sheet

Balance Sheet of ****					
Assets	Year 1	Year 2	Year 3	Year 4	Year 5
Assets: List the value of your fixed and current assets					
a. Land	XXX	XXX	XXX	XXX	XXX
b. Machinery etc	XXX	XXX	XXX	XXX	XXX
c. current assets	XXX	XXX	XXX	XXX	XXX
TOTAL ASSETS	XXX	XXX	XXX	XXX	XXX
Liabilities (List down financial liabilities of your business)					
Long term loan	XXX	XXX	XXX	XXX	XXX
Interest payment etc	XXX	XXX	XXX	XXX	XXX
TOTAL LIABILITIES	XXX	XXX	XXX	XXX	XXX

NOTE: Provide your assumptions for balance sheet:

9. Provide the status of your entrepreneurial progress, **if any**. [Not more than 700 words]

(Describe any progress made in materializing your business ideas. This can include your milestones backed by evidences that you can annex in the annexure)

10. Why are you interested in this business? Briefly explain why you or your team is the right person or team to implement this business. (Not more than 500 words)

11. Appendix

Please attach any documentary evidences to support your statements/answers/business idea. You may cite your references here.

Suggestion: Scan and attach within the word file for better results.

Notes for Submission:

- a. Kindly convert your final document into pdf before submitting it through the link.
- b. Kindly name your file after your business name.
- c. Ensure that you have provided answers for all the necessary questions.

Please ensure this is there in your final submission:

I/we declare that all information provided here is true to the best of my knowledge and if any of the information is found to be incorrect, I/we understand our forfeiture/cancellation of my entry in the program. (If in a team, the leader or any member submitting this can sign the declaration)

Signature & Name:

Place:

Date: