



REPUBLIC OF UGANDA

MINISTRY OF GENDER, LABOUR AND SOCIAL DEVELOPMENT
UGANDA WOMEN ENTREPRENEURSHIP PROGRAMME (UWEP)

BUSINESS PLAN TEMPLATE

(To be completed by the Women Group with support from Sub-County if needed)

1 GROUP NAME: \_\_\_\_\_

2 ENTERPRISE LOCATION:

Village/Cell: \_\_\_\_\_

Parish/Ward: \_\_\_\_\_

Sub-county/TC/Division: \_\_\_\_\_

District: \_\_\_\_\_

3 GROUP CONTACTS

Table with 3 columns: Name of person, Village/Cell, Telephone contact. Rows 1, 2, 3.

4 COMPONENT( i.e. Skills Development or Women Enterprise Fund) \_\_\_\_\_

5 SECTOR: (tick appropriate)

- a) Agriculture b) Forestry and Fishing
c) Manufacturing d) Water supply
e) Wholesale and retail trade f) Transportation and storage
g) Accommodation and food services h) Information and communication.
i) Financial and Insurance services j) Education
k) Health and social work activities l) Arts, entertainment and recreation
Others Specify \_\_\_\_\_

BACKGROUND AND DESCRIPTION OF THE ENTERPRISE

1 What enterprise do you intend to undertake?
.....
.....

2 Enterprise Objectives (Why the Women need the Enterprise?):
.....
.....
.....

List the major activities to be undertaken under the Enterprise

Activities to be Undertaken	Who will carry out the activity?	When will the activity be carried out?	Remarks

*If the space provided in this Table is not enough, photocopy this page before filling and fix it in the right position*



Description	Response
What is the total cost of the enterprise?	
What is the group income contribution to the enterprise?	
How much money do you wish to borrow from the Women Enterprise Fund?	
Do you have any other sources of income?	Yes/No

**MARKETING STRATEGY**

3. Where do you plan to sell your products/services?

.....  
.....  
.....

4. Who will market the products/services?

.....  
.....  
.....

5. How do you plan to create awareness about your products/services?

.....  
.....  
.....

6. *Delivery/distribution/supply capacity of the group:*

.....  
.....  
.....

7. What is the expected price for your product/service? (Annex: Table Sales)

.....  
.....  
.....

8. What is your expected profit from the enterprise? (Annex: Table Profit)

.....  
.....  
.....

9. What opportunities/chances are available for the enterprise to grow?

.....  
.....  
.....

10. What challenges are you likely to face in the implementation of the enterprise?

.....  
 .....  
 .....

**CASHFLOW STATEMENT (IN UGX)**

ITEM/PERIOD	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
<b>CASH IN</b>												
Starting cash												
Cash sales												
Credit sales												
UWEP fund												
Monthly Group savings												
<b>Total cash in</b>												
<b>CASH OUT</b>												
Direct material cost												
Direct labour												
Other costs/expenses e.g Airtime, Transport, photocopying												
Monthly Loan repayment												
<b>Total cash out</b>												
<b>CASH AT END OF MONTH</b>												

11. After how long do you expect your enterprise to start generating income after establishment?

.....  
 .....  
 .....

12. How will you share the benefits from your enterprise?

.....  
 .....  
 .....

## Annexes: COSTING ANALYSIS AND PRICING

**COSTING ANALYSIS** (while doing this do we have to bring in all the costs incurred)

S/N	Item	Quantity required	Unit cost	Total cost (UGX)
<b>i) Direct Material Costs</b>				
1.				
2.				
3.				
4.				
5				
6				
Sub total				
<b>ii) Direct Labour Costs</b>				
1				
2				
3				
4				
5				
6				
<b>iii) Other costs/expenses e.g Airtime, Transport, photocopying</b>				
1				
2				
3				
4				
5				
6				
7				
Sub total				
<b>Grand Total UGX</b>				

## SALES

S/N	Item	Quantity to be sold	Expected or projected Total Sales (UGX) (Per Month)
1.			
2.			
3.			
4.			
5			
6			
7			
8			
9			
10			
11			
<b>Grand total</b>			

## PROFIT

### Product pricing schedule

Total Sales	Total cost/Expenditure	Net Profit (Total sales – Total Costs/Expenditure)