# Project Proposal Submission for MASL Feasibility Evaluation

This outline encompasses the key components of a professional business proposal.

**Business Name** :
**Business Address** :
**Contact Person** **WhatsApp number:**
**Email Address/Website** :
**Date** :

**Executive Summary**

Provide a brief overview of your profile & business. Highlight the business opportunity, location, services, and your goals.

1. **Introduction of the project.**
   - Name of the project.
   - Nature of the business (Agri/livestock/Manufacturing/Tourism/Services)
   - Type of the Business: [Sole Proprietorship / Partnership / Limited Liabilities/co-operative]
   - Vision Statement: [State your long-term vision]
   - Mission Statement: [State your business's mission]
   - Objective of the project:

**2. Market Analysis (Demand & Supply)**

- **Industry Overview**:
  - Demand / outcome
  - Local and export potential
- **Target Market**:
  - Export oriented
  - Local Market (Wholesalers/Retailers/ Food processing companies)
- **Competitive Analysis**:
  - Competitors
  - Unique advantage (e.g., technology, quality, location)
- **Marketing Strategy**:
  - Direct sales (Product/Price/Place/Promotion)
  - Partnerships with distributors
  - Branding and packaging

**03. Operations Plan**

- **Location & Extent**: [Describe the location and why it is suitable]
- **Land utilization plan**
- **Raw Material Supply**:
    - (farmers, cooperatives, suppliers)
- **Production Process**:
    - Ex for rice processing- Cleaning → De-husking → Polishing → Grading → Packaging
- **Technology & Equipment**:
    - List of machinery with capacities
- **Workforce Requirements**:
    - Skilled and unskilled labor needs

**04. Products and Services**

- Products/ Services:
- By-product Utilization:

**05. Organizational Structure (By Chart)**

- Owner/Manager
- Production Supervisor
- Machine Operators
- Packaging Staff
- Quality Control Officer
- Sales & Marketing Team
- Admin & Finance

**06. Financial Plan**

- **Startup Capital Requirement**:
    - Land & Building: LKR [Amount]
    - Equipment & Installation: LKR [Amount]
    - Working Capital: LKR [Amount]
    - Total Capital: LKR [Total]
- **Funding Sources**:
    - Owner's Equity
    - Bank Loans
    - Investors
    - Grants funds
- **Projected Financials**:
    - Project cost(Capital cost, Operational & maintenance cost and cost of others)

- Project Benefits(Production and services  with Sales forecast)
- Profits & Losses projection
- NPV,IRR,PBP and other valuable ratios
- Projected Cash flow statements,(10years prediction for Agricultural & Livestock projects and 5years of prediction for others)

**07. Risk Analysis and Mitigation**

| Risk | Mitigation Strategy |
|---|---|
| Supply Disruptions | Develop long-term contracts with suppliers |
| Machinery Breakdown | Scheduled maintenance and backup equipment |
| Price Fluctuations | Flexible pricing strategy and forward contracts |
| Regulatory Risks | Ensure full compliance with local laws |

**08. Environment Feasibility**

- Biodiversity (Before and After)
- Physical Environment-Air, Water, Soil etc. (Before and After)
- Environment Management Plan(After starting the project)

**09. Sustainability and CSR**

- Support for local farmers
- Employment generation

**10. Conclusion**

**Appendices**

- Machinery Quotes
- Market Research Data
- Financial Statements
- Cash flow
- Team Resumes
- Business Registration Documents