

Terms of Reference (ToR)

Project Proposal Submission for Business Development – 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

4. 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

5. Products and Services

- Products/ Services:
- By-product Utilization:

6. Organizational Structure (By Chart)

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

7. 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:**

8. 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

9. Environment Feasibility

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

10. Sustainability and CSR

- Support for local farmers
- Employment generation

11. Conclusion

Appendices

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

Investment Project Evaluation Criteria

1. Name of the Investor :-
2. Address :-
3. Telephone :-
4. email :-
5. Propose Project :-
6. Location of the project
- 6.1 Mahaweli System :- 6.2 .Mahaweli Block :- 6.3 Mahaweli Unit :-
- 6.4 GPS coordinates :-
7. Requested extent of land(Ac) :-
8. Business Registration number if available :-

s/n	Criteria	Marks		Total Marks
		Total Allocation	Sub	
1	Background of the investor, Knowledge & Experience	25		
1.1	Investment of Mahaweli Settles		2	
1.2	Business type(Sole p, Partnership, PVT, PLC)		10 (2,3,5,10)	
1.3	Experience of related industry & Knowledge		5	
1.4	Youth Entrepreneur		3	
1.5	Educational qualification of relevant industry(certIFICATE/Diploma/Degree)		5 (2,3,5)	
2	Business Plan	35		
2.1	Minimum project completion time period(At least 2,3years)		5	
2.2	Availability of labor		5	
2.3	Marketing plan for goods and services		5	
2.4	Adaptation to latest technology		5	
2.5	Alternatives for Import restriction and export potential of the project		5	
2.6	Direct & Indirect employment opportunities		5	
2.7	Potential of value addition and innovation		5	
3	Financial and Economical feasibility	20		
3.1	Financial capability (minimum 35% equity of the investment)		10	
3.2	Net Present Value (NPV)		2	
3.3	Internal Rate of return (IRR)		4	
3.4	Cost benefit ratio (CBR)/ Return on Investment (ROI)		2	
3.5	Sustainability of project		2	
4	Environment feasibility	20		
4.1	Disposal procedure of Solid wastage		5	
4.2	Usage of renewable energy		5	
4.3	Status of deforestation / land clearance		5	

4.4	Suggestion for mitigation of negative impact on climate resilience		5	
	Total	100	100	