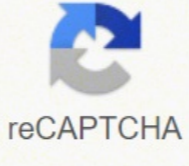




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PROPOSAL FOR INVESTMENT

1. Type of business (briefly describe the business in terms of products, customers, and key process);
2. Competitive Strategy Options (what segments of the business/generic strategies are available);
3. Recommended Strategy (which segment is recommended and why);
4. Investment Request;
5. Investment Detail:
 - a. Capital Expenditures (equipment)
 - b. Raw Materials
 - c. Cash for operations
 - d. Others
6. Profit and Loss Projections:
 - provide at least 5 year projections of unit sales, price and revenues;
 - state assumptions in terms of size of market, growth, and market share target;
 - Describe product, product mix, and gross margin targets.
7. Cost Projections:
 - Provide at least 5 year projections of unit cost of sales, preferably with breakdown by raw material and labor.
8. Cash Flow and IRR
 - provide cash flow projections based on Capital Expenditure plan, revenue and cash projections;
 - Compute IRR assuming exit at end of 5 years.
9. Opportunity (is) and financial impact (list and briefly describe opportunities and estimate of impact on gross income and/or IRR computations for each opportunity);
10. Threat(s) and financial impact (list and briefly describe opportunities and estimate of impact on gross income and/or IRR computations for each threat);
11. What must company do well to meet projections;
12. Recommended actions to mitigate threat(s) and/or opportunity (is);
13. Justification;

1. General Information

Name		High-status property complex. The territory of the complex includes: 1. 3-storey reception house – total floor area of 2156,7 m ² , includes 13 guest rooms, a meeting room, a billiard room, a fireplace room, a sauna, a swimming pool, a fully equipped kitchen, a dining room, a laundry room; 2. One-storey guest house with an attic floor, total area – 210,7 m ² , includes 2 guest rooms, a fireplace room, a kitchen, a wine vault. The reception house and the guest house are fully furnished and equipped. 3. Service and security staff building, total area – 62,1 m ² . 4. Boiler-house (gas substation). 5. Shelter and an open parking lot, a pavilion with a wood-fired grill (barbecue), a pond, recreation area. The complex is fenced on all the sides with a capital concrete fence; the whole periphery is equipped with CCTV cameras. For reference: The real property is registered in the Unified State Register of Rights to Real Estate and Transactions Therewith at Moscow Regional Office of Federal Registration Service and is owned by Nathan, OJSC.
Location	Country	Russian Federation
	Region	Moscow Region
	District	
	Town	Balashiha, N 55°46'13", E 37°55'16" Latitude 55.7703, longitude 37.9212
	Address	12, Profs oyuynaya St., Residential Area Saltykovka, Balashiha, Moscow Region, Russian Federation

The Investment Proposal

Once the need to raise finance (equity, debt or trade finance) has been identified it is necessary to prepare the collateral needed to support the application for funding, but about the most important document that you will produce as part of this process is an Investment Proposal (or Business Plan). The Investment Proposal document must secure the attention of the prospective investor. It must make a good first impression and it must persuade the investor to take the funding application to the next stage.

Remember most prospective investors (equity, debt or trade finance) will receive many investment proposals and only a small proportion of these will make it through to the next phase of the investment process. Specifically meeting with the management team, so that you may only get one chance to grab the prospective investor's attention, only one chance to make an initial good impression and offer the core chance to take the form of the Investment Proposal.

What is an Investment Proposal?

The investment proposal typically comprises two sections, a descriptive section and a set of financial information.

- **The Descriptive Section** - This section sets out in words the history of the company/business proposition, details of the product/services, details of the market sector, the management team, the competitive landscape and the advantages for which the funds are being sought.
- **The Financial Information** - This section will set out the historic and current trading position of the company, detail its current business model and financial forecasts (typically 3 years) showing when the funds being sought are required, how they will be used and what they will produce (in terms of profit/loss).

Having made the point that you may only get one chance to grab the attention of prospective investors it follows that at that key you are not that of the standard business investment proposal document that can be downloaded from the internet. You would not sell your products or services by producing a brochure that looks like all of your competitors, so don't try to sell your company to investors with an investment proposal that looks like all the others.

The most important aspect of your investment proposal document is to set out what is unique or different about your business and to do so succinctly, clearly and early in the document. This differential might be your people, your product, your service, your intellectual property, your operating position in the market, your geographic location, your marketing approach, your range of offerings, your customer, your partners, your suppliers or any one or more of these factors but it is nothing less than essential that you know how your business is different and that you get this message across clearly and early in the investment proposal document.

Start-up Sample Business Plan

1.0 Executive Summary

This business plan will show how a total investment of only \$101,500 could yield cumulative net profits in excess of \$600,000 over a five-year period, and average monthly sales of \$72,000, while maintaining adequate levels of liquidity.

The purpose of this plan is to secure additional funding from an investor and a bank (\$29,500 investment, and \$30,000 five-year term business loan), to cover the start-up costs.

Take-Out Pizza, Inc. is a family-run start-up business dedicated to providing excellent quality New York-style pizza to the residents of Local Bay area, in a manner that generates fair and equitable returns for present and future owners, and superior value to our customers. We specialize in creating and offering a variety of deliciously different pizza.

The Local Bay area has experienced explosive growth over the past five years. Over one million residents now live in the area. Local businesses are slowly catching up with this new opportunity. We are opening a new pizza take-out and delivery service that will focus on the Local Bay area.

Currently, the closest pizza restaurant is one mile away from our intended location in the Local Bay area. Take-Out Pizza, Inc. will offer a better product, at a reasonable price, and will deliver it on time to the customer's door.

1.1 Objectives

- To attract a minimum of 100 regular customers per day for pizza take-out and delivery, in the first year of operations;
- To offer our customers excellent pizza services, at a reasonable price, and provide outstanding customer experience, measured by minimum 5 percent yearly sales growth, and customer complaints less than 1 percent.
- To generate positive cash flow from operations, and at least 10 percent net profits to sales.

1.2 Mission and Vision

Take-Out Pizza Inc.'s mission is to offer residents of the Local Bay area the best pizza service in the area. We are committed to providing the service quality and value that our customers expect.

Take-Out Pizza, Inc. will use its strategy, staff, and systems to provide each customer with a seamless three-part customer experience -- service product (New York-style pizza), service environment, and service delivery -- each part of which will meet or exceed our customers' expectations.

COMPANY PROFILE

Short description of Company's history/ products/ services/ activities.

EXPORTS

Products/services that are exported. To which countries. Company's exports as % of total sales.

KEY INVESTMENT HIGHLIGHTS

Bullet points that highlight the opportunity. These are very company specific and need to be put together by management (for example: position of company in the sector of operation, Roe amongst peers, significant investments to be expected, plans of expansion, competitive advantages over peers, unique business model etc)

CURRENT PROJECTS

Description of projects under development

FORTHCOMING PROJECTS / INVESTMENTS – BUSINESS PLAN HIGHLIGHTS

Short description of business plan highlights (categories of investments, required capital, and time frame)

RECENT DEALS

E.g. 26-05-2011 short description of deal

COMPANY'S PERFORMANCE

FINANCIAL OVERVIEW (consolidated)

(in €000)	2009	2010	2011	2012 (e)	2013 (f)
Sales					
Gross profit					

Business investment proposal template free. Small business investment proposal template. New business investment proposal template.

Here is the point where you list the marketing plan, the sales plan and the sales plan for the business and determine how they are going to help. Management and staff describe the type of management that your business is doing. The investment proposal will serve as the basis of the information investor to decide whether to invest in business or not. The question is how to get people to invest in your company? This is one of the things that your potential investors would really like to see in your proposal. Use statistics and real numbers to show and demonstrate your potential investors that your products or services that your business offers are growing and that there is a constant request for this market. Have a marketing plan to present to your potential business investors. Includes details about the nature of the company, the objectives and objectives of the activity, any growth potential, the level or quantity of finance required, what is guaranteed the money invested, and the plan, the Program and interests on how investors are paid for their investment. There are also some uses for a company proposal and are as follows: to allow investors to know that a particular activity is necessary for potential investors. To find the same investors who shares the same goals that shares the same goals and goals as business. To provide a detailed document that outlining the important information related to business activity for the sake of leaving investors know what everything is the business. To serve as the information base of any potential investor. To convince potential investors. Invest in business. To say or transmit to potential investors who will be a good choice for in the business and that their money will be put to good use. To leave potential investors The tracks know the benefits they can reap if they invest in business proposals. 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To get investors for small businesses, business owners or sponsors create and provide an investment proposal. The summary provides a brief overview of the entire business investment proposal aimed at attracting the investor's attention so they would be interested to continue reading the rest of the proposal. The company or company provides a detailed description of the company or business, especially if it is already in operation. Small businesses are privately owned businesses with a smaller workforce than regular-sized businesses. Now, it looks like a very powerful tool. If you want to learn how to make a high quality investment proposal, then you will definitely need to know the elements that make up one. Synthetic executive summaries are not only used in investment proposals, but are commonly written in different types of business, work or school documents. Another factor you consider is the ability of the business owner to manage the business as a plan and whether they are reliable when it comes to business. Include the actual number and provide examples that can help to convince potential investors. Marketing and StrategyHow are you planning to sell and earn? For more related articles, feel free to visit our website. Investors play an important role in business as they become a reliable source of finance for small business owners. With this, you will surely be able to create one of high quality. With this, you as the owner of the company will need to specify your strengths or write about your experience in the business, be described individually and their uses should also be provided. Other details include, how much they are sellable, their specific target market, areas or locations locations The materials used are sold, where they are manufactured, etc. The use of the fondly funds will be used is exceptionally important in a business investment proposal. You can follow all the steps or incorporate your ways. What are small businesses? How can you do it? They are proposals that are not only extremely detailed, but they are also the type that will surely convince potential investors to make an investment the first time they will read it. Also do not forget to include their names, commercial address, affiliations, competence, sharing, etc.FinanceThis is where you can find the company's financial statements and others related to its finances. Include the job description of your staff and their duties and responsibility. Proprietà This is the part in which providing a description of the owners of the company, of their involvement in the management of the company, etc. An investment proposal should be extremely detailed and should also be drawn up so you can persuade potential investors to invest in activity. This is the part in which your investors will focus mainly on condition that everything in your proposal is favorable so far. If you want to know more about investment proposals, some items we recommend are Startup Investment Proposal Examples & Models and Business Investment Proposed Examples & Models.Getting People To Invest In Your Business Investors For Your Small Business is not as difficult as it was first. The marketing plan will also serve as evidence that your company will surely work using the marketing plan you exposed. Not only in the proposal that potential investors found their decisions in. in.

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