



# BUSINESS PLAN GUIDE

# PREPARATION FOR DISCUSSIONS WITH THE SINGAPORE GOVERNMENT

It is recommended to prepare a business plan should you wish to enter discussions with or seek assistance from the various government agencies in Singapore.

The business plan should include a summary of what your business is about, your manpower needs, overheads (e.g. water and energy needs), land requirements, as well as your growth and sustainability plans for the next 3 years.

Your business plan should include the following details:

## ASSISTANCE REQUIRED

- a) A short paragraph or list of areas that you are seeking assistance from the government.

## CORPORATE PROFILE AND INDUSTRY OVERVIEW

- a) Parent company, including country of incorporation, and key financial figures at the group level
- b) Corporate business model/activities, strategy and worldwide presence
- c) Key products and services
- d) Target market in terms of customers, market segment and geographical coverage
- e) Competitor companies
- f) Trends and outlook for the industry segments that the company is operating in

## SINGAPORE OPERATIONS

- a) Business goals and strategies
- b) Business model and activities

## NEW PROJECT IMPLEMENTATION (WHERE APPLICABLE)

- a) Estimated business expenses for the new project or local entity in Singapore over the next 3 years
- b) Key milestones and the completion dates for new or expansion projects, such as:
  - Building or site acquired
  - Recruitment of manpower
  - Building construction started/completed
  - Machinery installation started/completed
  - Commercial production/operated started