



# BUSSINESS PLAN

**SAMPLE ENTERPRISE LIMITED**

Prepared By:  
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*Sample Feasibility Report for Reference Only*

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*Note: Sample feasibility/business plan is designed on the basis of SEDF's approved scoring criteria. SEDF encourages the use of contents of this sample feasibility/business plan as a reference while developing the project documents.*

## Scoring Criteria

Evaluation Criteria	Total Marks	Marks Obtained
<b>1. Completeness and Clarity of Application</b>	<b>15</b>	
<b>2. Substantiation of the need for the project and its alignment with the goal of SEDF to improve competitiveness of Sindh's economy</b>	<b>20</b>	
<b>3. Employment Generation</b>	<b>15</b>	
<b>4. Location of the project and impact on Sindh's rural economy</b>	<b>10</b>	
<b>5. Likelihood of the project's sustainability and commercial success</b>	<b>15</b>	
<b>6. Documented ability of the project team to deliver</b>	<b>10</b>	
<b>7. Identification of mitigating cost over runs</b>	<b>10</b>	
<b>8. Monitoring and Evaluation</b>	<b>05</b>	
<b>Total Score</b>	<b>100</b>	

Note: Additional 05 marks will be awarded for projects under Women Entrepreneurship

## Scoring Criteria – Descriptive

Evaluation Criteria	Total Marks	Marks Obtained
<b>1. Completeness and Clarity of Application</b>	<b>15</b>	
a. Detailed Business Plan presented in the Feasibility Report together with relevant statistics	05	
b. Five year’s Projected Financials annexed with Feasibility Report (itemized cost of the project given)	05	
c. Required documents attached as required by the Application Form (Three quotations from suppliers of Plant, Machinery, Equipments, Imported Animals, Civil Works Plan & Land Rights)	05	
<b>2. Substantiation of the need for the project and its alignment with the goal of SEDF to improve competitiveness of Sindh’s economy</b>	<b>20</b>	
a. Perceived/Identified competitive advantage(s) of the project in Sindh	05	
b. Potential for value addition	05	
c. Minimization of agri-sector wastages and inculcating efficiencies into Sindh’s agri-economy	05	
d. Project introduces innovative solutions and technology upgradation in the sector concerned	05	
<b>3. Employment Generation</b>	<b>15</b>	
a. Employment opportunities created for skilled labour: Less than 25 jobs: 05 marks Less than 50 jobs: 07 marks More than 50 jobs: 10 marks	10	
b. Employment opportunities created for unskilled labour: Less than 50 jobs: 02 marks Less than 100 jobs: 04 marks More than 100 jobs: 05 marks	05	

<b>4. Location of the project and impact on Sindh’s rural economy</b>	<b>10</b>	
a. Suitability of the geographic location of project – advantages	05	
b. Project impact/contribution towards rural economy of Sindh and transformation of agri-sector landscape	05	
<b>5. Likelihood of the project’s sustainability and commercial success</b>	<b>15</b>	
a. Market identification for commercial success – market demand / supply analysis	05	
b. Will the project boost exports	05	
c. Pioneer project in Sindh’s agri-business Sector	05	
<b>6. Documented ability of the project team to deliver</b>	<b>10</b>	
a. Technical capacity and profile of project team to deliver	05	
b. Relevant experience and expertise in the sector/industry	05	
<b>7. Identification of mitigating cost over runs</b>	<b>10</b>	
a. Implementation time table and future upgradation plans	05	
b. Identification of factors that can affect the implementation schedule and demonstration of the possible sources of finance for cost overruns / delays	05	
<b>8. Monitoring and Evaluation</b>	<b>05</b>	
a. Identification of key performance indicators (KPIs) to monitor progress	05	
<b>Total Score</b>	<b>100</b>	

Note: i) Additional 05 marks will be awarded for projects under Women Entrepreneurship.

ii) Minimum score required to qualify for perusal by the SEDF Appraisal Committee is 50 marks.

## Invitation for Expression of Interest

The Government of Sindh with a vision to encourage investment in the SME sector, inculcate entrepreneurial ability and provide a major push to the wider economy, has established Sindh Enterprise Development Fund (SEDF). It aims to promote opportunities for value addition in the agriculture, mining and mineral processing sectors for multiple economic benefits on growth, intermediary services and productivity. It also seeks to introduce interventions to improve efficiency and profitability.

SEDF renders technical and financial support in shape of mark-up subsidy to inculcate efficiency and profitability.

### Technical Assistance

- Preparing feasibilities
- Obtaining loan from banks
- Preparation of SEDF's Application

### Financial Assistance

- Payment of mark-up (KIBOR/SBP refinance rate) subsidy
- ✓ 100% on capital cost

Expression of Interest are invited from potential entrepreneurs to submit commercially viable/bankable project(s) in the followings clusters:

- |                                                          |                                                                                                            |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Agri-Processing                 | <input type="checkbox"/> Dairy & Livestock Farming                                                         |
| <input type="checkbox"/> Poultry Farming                 | <input type="checkbox"/> Fisheries                                                                         |
| <input type="checkbox"/> Horticulture & Floriculture     | <input type="checkbox"/> Storage & Cold Chain                                                              |
| <input type="checkbox"/> Mining & Processing of Minerals | <input type="checkbox"/> Energy required for SEDF sponsored projects<br>(solar, bio-gas, wind energy etc.) |

### Instructions for potential Investors:

- i) Expression of Interest (EOI) Form, sample Feasibility Report/Business Plan and the Scoring Criteria can be downloaded from the SEDF's website by clicking to the following link:

<https://sedf.gos.pk/living-2-2-2/>



Bar Code

- ii) Any clarifications regarding the eligibility criteria and application processing can be acquired from the focal person:

**Mr. Kapeel Kumar**

Assistant Company Secretary

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