

Seychelles Investment Bureau



Guidelines to Assist in Writing Your Business Plan

For Commercial, Commercial Residential or Mixed Use Developments

- Business Plan Prepared By:
- For and On Behalf Of:
- Submitted To S.I.B. On:

- **Enclosed :** Other Documents Relevant to your Project **Tick here**

You can also e- mail us your Business Plan at sib@seychelles.sc

Tel: 295500, Fax: 225125
www.sib.sc

Checklist: Residential/ Commercial & Mixed Use Projects

Please ensure that the following accompany your project submission.

- **Project Summary Sheet**
- **CV of promoter and person appointed to manage the business when operational (if different from promoter).**
- **Location Plan (on A3 paper and must be clear), obtainable from the Land Use Department of the Ministry of National Development**
- **Site Plan (on A3 paper and must be clear)**
- **Sketch of Elevations and Floor Layout (on A3 paper and must be clear)**
- **Contact details of promoter**
- **Completed Environmental Authorisation Form**
- **Completed application form for Government Sanction (non- Seychellois only – Please download forms)**
- **Company Registration (if a registered company, Certificate of Incorporation, Memorandum & Article of Association)**
- **Electronic version of Business Plan**

Project Summary Sheet

1 Name of Promoter(s)

2 Promoter contact details

3 Nationality of promoter. If naturalised provide 'Certificate of Naturalisation'. If foreigner provide 'Character Certificate'

4 Shareholders / Directors / Partners of business

5 Brief Project Description

6 Location of Project

7 Level and Type of Investment and Financing:

Amount of investment: _____

Borrowings: _____

Personal Contributions: _____

8 Employment

Number of local employees: _____

Number of foreign employees: _____

9 No. of Apartments, Shops, etc...

10 Construction Commencement Date

11 Construction Completion Date

12 Opening/ Launching Date

INTRODUCTION

Once a project is conceived, the promoter has to write out a **project memorandum**. The writing up of this memorandum will help the promoter to think carefully through the process the project and provide as much information as possible; which should clearly define the type of activity(ies)/intentions of the promoter.

FORMAT FOR PROJECT MEMORANDUM

I SYNOPSIS

This briefly describes what the project is about and what it hopes to achieve. A good synopsis makes it easier for the reader to grasp the details as they unfold. Usually a few sentences will suffice. Which should include; the **Name of the promoter, Address, Telephone / Fax number**.

- Are you employed in the Public Sector Yes No

II PROJECT DESCRIPTION

This describes the detailed technical, financial and other aspects of the project. It is divided into several sections.

1. BACKGROUND

The background section should cover issues such as:

- Promoters' Nationality
- Professional Status
- Promoters' Experience
- Previous/Current Activities
- Earlier phases of the present project whether it is a continuation/renovation project
- Location of project
- Any other details

2. TECHNICAL DESCRIPTIONS

The project should be designed by a qualified Licensed Architect/Architectural Technician or equivalent capable of maintaining and upgrading the quality of the built form and of producing details to make the project(s) unique and well integrated into its site.

This will cover issues such as:

- Location
- Environmental concerns

- Project size / Density / Plot coverage / Height
- External works
- Harmony

Checklist of Technical Description

- ✓ Site analysis
- ✓ Site development and existing/or proposed accesses
- ✓ Master plan (all phases)
- ✓ Existing public utilities and services (water, sewage and electricity)
- ✓ Building (Construction/Renovation/Addition/Rehabilitation)
- ✓ Architectural concept
- ✓ Size of building (number of Shops, Offices, Apartments, other facilities and the sizes of each)
- ✓ Type of Shops, Offices, Apartments (Condominium)
- ✓ Other facilities to be provided
- ✓ Method and standard of construction (materials)
- ✓ External works (site clearance, earth moving, rock blasting, felling of trees specifying species and maturity, etc.)
- ✓ Environmental matters prior to construction (energy efficiency considerations, water management, solid waste management)
- ✓ Hard and soft landscaping, colour scheme
- ✓ Life cycle costs (planning of the building's cycles for maintenance, choice of materials, use of technology, etc)
- ✓ Brief visual presentation of the full project within the site and in relation to adjacent buildings/developments on the same street. (Photo montage of all the buildings or model or perspective design when requested)

3. FINANCIAL ANALYSIS

This section of the project memorandum should analyse the financial implications of the project. Such analysis should cover

i. Capital Expenditure:

Total capital expenditure should be broken down into logical components. It may adopt the following classification for capital expenditure;

- ✓ Land (Leased / owned)
- ✓ Renovation works
- ✓ Construction works (building / landscaping / etc)
- ✓ Plant, equipment, etc
- ✓ Furniture
- ✓ Other capital expenditure
- Total Capital Expenditure

ii. **Recurrent Costs:**

iii. **Revenue:**

Revenues to be derived from the project should be thoroughly discussed when carrying out the financial analysis of the project

- ✓ Rent of Apartments per month
- ✓ Rent of Office space per month / per Square Metre
- ✓ Rent of shop space / commercial space per month/per Square Metre
- ✓ If Condominium selling price of Units/Apartments
 - Total Revenue

N.B every effort should be made to get the financial calculations right since poor financial analysis may lead to delays in project implementation. These figures will later be compared with comparative averages.

4. FINANCING ASPECTS

The mode of financing of the project should be specified clearly. Items should include the following:

- ✓ Loan from private individuals / non-banking entities
- ✓ Amount of Loan.
- ✓ Amount of Personal contribution
- ✓ Foreign Financial Institutions Funds

5. FOREIGN EXCHANGE COSTS/EARNINGS

List details of all foreign exchange earnings and costs. The costs must be in terms of the foreign currency spent. However, please note that these amounts may already form part of Capital Cost Revenue.

Costs

- ✓ Importation details (building materials / equipment / furniture etc)
- ✓ Cost of each item in foreign currency

Earnings

- ✓ State total earnings in foreign exchange expected from the project, if any.

6. MANAGEMENT ASPECTS

the project memorandum should specify the organizational structure of the project. Importance should be given to detailing all aspects of the organisation including the following:

- ✓ Sole Proprietorship
- ✓ Partnership (give name and contribution / holding of each partner)
- ✓ Company (give shares / shareholding of each member and names of the shareholders)
- ✓ Foreign participants (State the name and other particulars along with contribution / holding)

7. MARKETING ASPECTS

Give details on how and where the project / product is to be marketed (if relevant).

8. MANPOWER ASPECTS

Give details of the manpower requirement and where they will be recruited from (if relevant).

9. IMPLEMENTATION PLAN

This section explains how the project will be implemented. Main project activities and sub-activities should be scheduled in terms of expected completion dates. Target dates should be realistic and must be determined bearing in mind the internal logic of the project as well as the project's relationship with other projects. For simple projects a bar chart will be enough as a visual presentation of the implementation plan.

