"Well Being · Start-Up 2.0" Programme
Outlines for Business Plan

Applicants are required to submit a detailed business plan addressing the following key aspects:

1. **Basic Information**
    - Business Introduction: A brief overview of your business concept.
    - Product/Service Nature: Core features and unique characteristics of your offerings.
    - Target Audience: Your primary target customers.
    - Growth Potential: Future business development direction and long-term scaling potential.

2. **Company Information**
    - Business Structure: Type of ownership (e.g., Sole Proprietorship, Partnership, Limited Company).
    - Founders & Shareholders: Names, ages, contact details, and shareholding percentages of all owners, partners, or major shareholders.
    - Business Registration: Business Registration Number (BRN), if applicable.

3. **Business Operating**
    - Core Philosophy: Proposed business nature, vision, and operating philosophy.
    - Operating Hours: Expected weekly operating schedule (e.g., Monday to Sunday, 10:00 AM – 9:00 PM).

4. **Product/Service Plan**
    - Core Offerings: Primary products or services you intend to provide.
    - Innovation & Differentiation: Unique selling points (USPs) and innovative aspects of your products/services.
    - Positioning & Pricing: Market positioning and pricing strategies relative to competitors.

5. **Marketing Plan**
    - Market Analysis: Detailed breakdown of your target market and buyer personas.
    - Marketing Initiatives: Planned promotional channels, campaigns, and launch strategies.
    - Brand Building: Strategies for building brand identity and customer loyalty.

6. Financial Arrangements

- Budget & Funding: Total startup capital required and identified funding sources.
- Financial Projections: Cost control measures, expense forecasts, and revenue projections.
- Feasibility Analysis: Expected return on investment (ROI) and overall financial viability.

7. Management Team

- Team Profiles: Core team members, their backgrounds, and relevant expertise.
- Organizational Structure: Projected headcount, organizational chart, and division of responsibilities.
- Management Mechanisms: Internal collaboration workflows, decision-making processes, and management strategies.