INSERT DATE

INSERT APPLICANT FIRM NAME

NON-REGULATORY BUSINESS PLAN

# NOTICE

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| --- |
| This is a template for business plan for applicants’ convenience. Applicants may use their existing business plans, which shall be 4-5 pages long and include the information on the rationale of being incorporated/registered, detailed information on the nature of business, market research conducted and financial projections. |

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# Applicant’s Information

**Contact details for the authorised representative of the applicant:**

|  |  |
| --- | --- |
| **Name** | **Designation** |
| Insert text | Insert text |

|  |  |
| --- | --- |
| **Phone number** | **Email** |
| Insert text | Insert text |

# Executive Summary

* 1. Executive summary of the applicant firm

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| Insert text |

* 1. Please state the rationale of incorporation/registration in the AIFC

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# The Business

* 1. What is the core business of the company?

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| Insert text |

* 1. What kind of licensing from the AFSA or other governmental institutions will you need to operate in your target market?

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| Insert text |

* 1. What are the critical factors in the delivery of your services/products? Please provide the whole chain of delivery of the service to your customers in a flow chart diagram.

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| Insert text |

* 1. What are the proposed income sources?

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| Insert text |

# Market Definition

* 1. What markets are you competing in? What is your niche market? Define your market segment (please provide full information on the market segment)? Define your client type (retail, professional)?

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| Insert text |

* 1. Has the company conducted a market study of the target market? If yes, please provide the details.

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| Insert text |

* 1. Define your market segment (please provide full information on the market segment)? Define your client type (retail, professional)?

|  |
| --- |
| Insert text |

* 1. Define your market positioning?

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| --- |
| Insert text |

* 1. Who do you compete directly with (please list your local and international competitors and how you will deal with the competition)?

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| --- |
| Insert text |

# Risk Management

* 1. Identify the main external and internal risks for your business (please provide the full list of possible risks and provide information on how they will affect your business):

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| --- |
| Insert text |

* 1. How you intend to manage those risks (please provide full information on mitigation of all the risks that your business might face)?

|  |
| --- |
| Insert text |

# Financial Plans

(Please provide in the form of a diagram or table your financial projections for the following 1 year or attach it as a separate document)

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| --- |
| Insert text |