



المدينة العالمية للخدمات الإنسانية
INTERNATIONAL HUMANITARIAN CITY

International Humanitarian City

NEW MEMBER: BUSINESS PLAN OUTLINE

Submission of a Business Plan

Each prospective International Humanitarian City member is required to submit a comprehensive business plan. Amongst other elements, this plan should highlight how the entity will contribute towards the provision of humanitarian aid and emergency response for beneficiaries in need of relief at times of crises.

This business plan template is a guideline, showing the level of detail expected in the business plan. Not all parts of the template below are required; however, all sections and subsections marked with an (*) must be submitted. *While non-asterisked sections are not compulsory, it is highly recommended that they be completed and submitted, as it is to the advantage of the applicant to submit as much detail as possible in order to assist the evaluation of the business plan.*

The title page should include: *

- Proposed company name or existing company name (in the case of the establishment of a branch office)
- Date
- Business plan copy number
- The name, title and contact details of an individual who can be contacted concerning this application
- Company website (if available)
- Any relevant attachments (e.g. financial plan)



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BUSINESS PLAN TEMPLATE

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1. Executive Summary *

The executive summary should include the main points of the entire document and should not be longer than two pages.

2. The Business *

2.1 Regulations and Permits

- What kind of permits or regulations do you need to operate in your target market? (e.g. UN supplier listing)
- If you currently have the required permits or adhere to the regulations, specifying which one(s).
- If not, how do you plan to obtain these permits?

2.2 Strategic alliances



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Does the company have a strategic alliance in Dubai? If so, please state the details of the partner(s) and the nature of the alliance (e.g. UN Agency, International Government Organisation, Logistics Provider, Funding, Supply-chain).

3. Competition and Risk

3.1 Competition *

- Please provide information on your key competitors including information on product and/or services, price and location.

3.2 Business Risks

- What risks does your organisation face?
- What is your strategy to minimise these risks?

4. Target Market

4.1 Market Definition *

- What markets are you operating within?

4.2 Market research

- Please state the supporting details relating to your business for any market study that has been conducted for the target market and on which you are depending on.

4.3 Market segment

- Please define your market segments.
- Please list, in general, the types of customers you are likely to reach (e.g. beneficiaries, UN Agencies)
- Which of the IHC member organizations are you currently working with locally or internationally?
- What are the weaknesses of your products and/or services in your market segments?



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4.4 Marketing *

- How are you planning to gain access to your customers?
- What will be your primary marketing channel?

4.5 Positioning

- What is your unique value proposition? (e.g. price competitive, quality and cost-neutral, subsidized)

5. Humanitarian Aid and Emergency Response *

One of the key drivers behind the establishment of International Humanitarian City is to ensure members can work together to ensure beneficiaries in need of relief at times of emergencies and disasters receive the aid they require in a timely manner, and according to their needs. Key Performance Indicators (KPIs) will be used to measure the success of International Humanitarian City as the world's largest humanitarian hub, consistent with its mission "Providing leading humanitarian actors with a world-class logistical infrastructure, regulations and value-added services". Please demonstrate your commitment to the International Humanitarian City's KPIs and the requirement for regularly reporting performance against them.

- Are you prepared to commit to and adhere to the core principles and codes of conduct of International Humanitarian City?

6. Management Team *

- Please state the competencies of your management team.
- Please list those individuals who are part of your management team. Indicate their titles and attach a copy of their CVs. There should be at least one member of the management team with assigned responsibility for either humanitarian aid, logistics, or the provision of products for humanitarian relief.

7. Ownership

- Please list the persons and/or organisations that are, or are proposed to be, significant owners of the International Humanitarian City entity company, as well as their beneficial owners. Please include the number of shares held by



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each of these entities or individuals and their corresponding percentage ownership.

7.1 Professional Support

Please list the names and nature of any professional services currently used, such as lawyers or attorneys, accounting firms, auditors or other consultants.

7.2 Board of Directors or Advisors

Does the company have a board of directors or advisors? If so, please list the names of the individuals on those boards and their current positions.

8. Capital Requirements *

8.1 Please indicate what the expected capital required for the new entity will be and state the proposed source of these funds and the areas in which it is expected the funds will be spent

9. Financial Plan

9.1 Income statements

Please submit an income statement, otherwise known as a profit and loss statement, for each of the corporate shareholders of the proposed company, or the parent company of the proposed branch office. This should include a summary of the company's profit or loss during any one given period of time, such as a month, three months, or one year. The income statement records all revenues of the business during this given period, as well as the operating expenses of the business.

9.2 Balance sheet summary

Please provide the most recent balance sheet and comment on any large or unusual items, such as other current assets, other accounts payable, or accrued liabilities.

9.3 Cash flow and break-even analysis *

Please provide the following data:



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- Actual cash flow statements. These provide a historic view, showing the actual flows of cash into and out of a business that have occurred over a previous trading period, e.g. six months, or one year.
- Forecast cash flow statement*

The forecasted cash flow should show the expected flows of cash into and out of the new International Humanitarian City entity over a trading period in the immediate future, e.g. the next three years.