



ORGANIK KONEK BUSINESS PLAN OUTLINE

1. Proponent Information

This section includes Organization’s name, project title, address, contact person, designation, and contact number.

2. Situational Aspect/Rationale

This is an overview of the current situation in relation to the project. This may also include food sufficiency levels, problems, gaps, and opportunities that the project will address.

3. Objectives

This section describes the goal of the project in relation to addressing the problems/gaps and/or opportunities discussed in the situational analysis. The said objectives should be SMART (specific, measurable, achievable, realistic and time-bound).

4. Market Aspects

This section includes the current supply and demand situation in the city or municipality of the commodity/ies to be produced in the project as well as the potential/identified target market. This may also include information about the City or Municipality such as population, total agricultural land, organic area, and market players/competitors. The section should include the marketing plan and strategy such as distribution channels, advertising, and promotions (i.e agri-tourism site).

5. Technical Aspects

This section describes the project description by components including the operation flow and activities of the project (e.i production up to marketing), operating capacity, availability of the project site, specifications of machinery and facilities needed, volume of existing and projected production, specific outputs, and other technical aspects such as Detailed Engineering Design and Program of Works. Provide all assumptions used and attached as Annexes (i.e recovery rate, volume of raw materials, stocking density, crop production plan, etc.).

6. Financial Aspects

This should include the total project cost/budgetary requirements presented per source of funds using the table below.

Components/Line Item	Quantity (A)	Unit Cost (B)	Total Project Cost (PhP) (A x B)	Fund Sources	
				DA-NOAP	Other DA Unit

Also, a separate table must be presented showing the proponent’s equity of not less than 20% of the total project cost using the table below.

Components/Line Item	Proponent’s Counterpart		Total Counterpart
	Cash	In Kind	

Likewise, it will contain projected financial reports such as Income Statement, Cash Flow, and Balance Sheet with computation of the following financial indicators: Return on Investment (ROI), Benefit-Cost Ratio (BCR), Net Present Value (NPC) and Internal Rate of Return (IRR). These must be accompanied by computations in excel format with traceable formula.



ORGANIK KONEK BUSINESS PLAN OUTLINE

7. Economic Aspects

This includes the projected improvements in the welfare of the beneficiaries and the country as a whole, such as an increase in farmers' income, jobs generated, savings on importation, and efficiency in operation.

8. Organizational/Institutional Arrangements

This includes the background of the organization/proponent and competitive advantages such as organic certifications, OA ordinance, and linkages with other government agencies and private partners. The mechanics of project implementation should be described in order to determine the specific duties, responsibilities, and activities of each of the key stakeholders.

9. Implementation Arrangements and Schedule

This includes the implementation strategies and implementation period. This also includes a Gantt Chart and Work and Financial Plan (WFP) presented below:

ACTIVITIES	IMPLEMENTATION PERIOD (YEAR/MONTH)				DA -NOAP FUNDS (A)	PROONENT COUNTERPART FUNDS (B)	FUNDS FROM OTHER SOURCES (C)	BUDGET (PHP) (A+B+C)
	Y/M ₁	Y/M ₂	Y/M ₃	Y/M _n				

The WFP must be accompanied by computations submitted in excel format with traceable formula.

10. Sustainability and Risk Management Plan

This should include the activities and strategies that will support the continuity of the project. Likewise, identify the different risks that the organization may encounter (i.e. occurrence of pests and diseases, calamities that would affect production, and environmental concerns) and mitigating measures that could be applied if the risks occur.