



**PLEASE BE GUIDED BY THE FOLLOWING FORMAT IN WRITING YOUR GREET BUSINESS PROPOSAL:**

**Title of the Project** : \_\_\_\_\_

**Location** : \_\_\_\_\_

**Proponent** : \_\_\_\_\_

**1. INTRODUCTION**

- Rationale: Describes why the project was conceived; establishes the need and the importance;
- Objectives: What the project hopes to achieve/ fulfill;

**2. ORGANIZATIONAL STRUCTURE:** Enumerate Positions/Functions (if applicable)

**3. TECHNICAL ASPECT**

- Description: What the project is all about, its characteristics, and features?
- Pre-operating activities: Activities and its financial requirements before actual operation.
- Mechanics: Process/procedures; describes the steps/measures to complete.
- Technology/Materials: Mention type of materials to be used; requirements; features needed
- Sources of Raw Materials: Identify its supply
- Duration to Complete: Length to finish; volume produced/capacity; number of outputs at its minimum vs. maximum
- Labor requirements, facilities needed and ways to implement the project

**4. MARKETING ASPECT**

- Situation: Describes if there is a demand or supply in the environment; What makes this product unique;
- Identify the GAP (supply vs. demand)
- Market Size: How many to be targeted?
- Target Clients
- Pricing
- Competition
- Promotion: How to sell?
- Distribution: Where to supply?

**5. FINANCIAL ASPECT**

- Amount of Capital: Based on expenses or production/marketing and other expenses, start-up capital
- Expenses: Possible expenditures
- Revenue: Expected income
- Liquidity: Able to achieve enough funds to remain stable (cash flow statement)
- Projections: Based on volume of production and pricing set, determine how much to be earned/gained at a certain period of time
- Breakdown of sources of capital

**6. ECONOMIC ASPECT**

- Multiplier Effect: How many to benefit? How many laborers/workers needed (creation of jobs)? Other industries to be affected favorably; Quality of life improved
- Other Economic Factors: Poverty alleviation

**7. SOCIAL/ENVIRONMENTAL ASPECT**

- Project's social acceptability: Community's involvement and interest
- Improved social/cultural/way of life: Social values, norms, intact, way of living
- Identity Enhanced: No disruption, not badly affected
- Balanced ecology promoted/safeguarded: Benefits the environment and ecology

**8. CONCLUSION**

Mention perceptions, future outlook for the project benefit to the community/locality and to the country as a whole. Its influence and contributions towards the development, maintenance, protection and preservation of eco-tourism sites both quantitatively and qualitatively.