**Background**

*The Loden Entrepreneurship Programme (LEP) started in 2008, supports aspiring and established Bhutanese entrepreneurs through interest and collateral-free loans. We are here to help Bhutanese people with the vision, drive and idea to set up or upscale a business which is economically beneficial, socially responsible, culturally sensitive and environment friendly. Moreover, it is important that proposals are aligned with the national priorities of creating employment and improving the resilience of the Bhutanese economy as it meets new challenges. There is no minimum educational requirement apart from basic literacy and an understanding of business accounting. We promote and encourage entrepreneurial activities while maintaining social and ethical responsibility.*

Selected candidateswill receive a four-year, interest-free loan of up to **Nu. 1.5 million**. Additionally, for the Spring call 2025, **up to Nu. 50% (Maximum - 500,000)** of the approved amount (whichever is lower) will be provided as a **grant,** courtesy of the Department of Employment and Entrepreneurship (DoEE) and funding from the GoI-Economic Stimulus Program. **Selected can**didates must have a guarantor who has a regular income in order to avail the loan for the business. The loan is disbursed in two tranches. The second tranche of the loan shall be made upon verification of the proper use of money received in the first tranche and with a positive recommendation from the project monitoring team from Loden. Loden reserves the right not to advance the second tranche if it is not satisfied after the first advance has been made.Loden expects that most applicants will be able to complete the application independently without the need for a specialist business plan writer.

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**Business Proposal Template**

1. **Details of the applicants**

**Personal Details:**

1. Name:               ………………………………………………………
2. CID No:   ………………………………………………………
3. Date of Birth:  ………….DD/MM/YYYY……………………
4. Gender:   ………………………………………………………
5. Contact Number(s):    ………………………………………………………
6. Email ID(s):  ………………………………………………………

**Business Location:**

1. Village/Town: ………………………………………………………
2. Gewog/Thromde: ………………………………………………………
3. Dzongkhag: ………………………….......................................

**Applicant Employment Status:**

Unemployed [   ] Employee [   ] Self-Employed[   ]

**Marital Status**: Please tick (✓)

Single [   ] Married  [   ] Divorced  [   ]

**II. Details of the Business**

**NOTE: Your plan must include details of the premises to be used, for example, a brief description of the building, terms of rental, whether or not premises have been identified and location.**

| **Name of the Business:** |  |
| --- | --- |
| **Name of the Promoter:** |  |
| **Business Ownership (Sole/Partnership, cooperative, CBO etc.):** |  |
| **Promoter’s Qualification and experiences. A Full CV is required:** |  |
| **Business status (new/existing Business):** |  |
| **Investment Plan** |
| **Particulars** | **Amount (BTN)** |
| *Machinery used in Production( Full itemized details of all machinery to be acquired, including quotes from suppliers)*  | *Cost Per Item* |
| 1. | 1. |
| 2. | 2. |
|  *Details of Working capital required (including raw materials, labour cost and overheads)* |  *Cost Per Category* |
| 1. | 1. |
| 2. | 2. |
| *Construction cost for premises(if required) Include materials,labour costs and any professional fees such as architect. Provide quotes from any builder to be retained.*  | *Cost*  |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| *Any other equipment required, such as vehicle, office*  | *Cost per item* |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| *Others, please specify (eg. purchase of animals, saplings, land preparation)* |  *Cost*  |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| **TOTAL (BTN)** |  |

**III. Loan and Financial Details**

| **Loan required from Loden Foundation (BTN)** | **Fund received from other financial institutions** | **Total cost of the Business (BTN)** |
| --- | --- | --- |
|  | Name:Amount:Name:Amount: |  |
| **Additional fund to be received from other sources:** | **Owner’s contribution (BTN):** |
| Name:Amount:Name:Amount: |  |

**IV. Executive Summary of the Project**

| 1 | Project Description (Less than 800 words, tell us about your business or project plan.) |
| --- | --- |
|  |
| 2 | Explain how your business has an impact on the following areas in no more than 800 words: **[*PLEASE NOTE: Do not use PESTEL analysis or generic statements about, for example, His Majesty’s vision. These 4 items must relate specifically to your business*]** |
| Social: Environment:Culture:National Economy: |

**V. Vision, Mission, Objectives, Key to success - no more than 400 words**

| 1 | State your business objective, mission, vision, goals etc.  |
| --- | --- |
|  |  |
| 2 | What are the Key Success factors of your Business? What unique factors does your company have that differentiates you from other comparable businesses? |
|  |  |

**VI.** **Product/service overview**

| Provide brief information about your service/product line and its uniqueness, why you think customers will buy from you, any pricing strategy and other relevant factors for Loden to consider. This section is expected to give a quick overview of the service/product line and your competitive advantage if any. Max. 500 words) |
| --- |
|  |

**VII. Market Analysis - 600 Words max.**

| Competitors |  |
| --- | --- |
| Target Customers (who and why?) |  |
| Key suppliers, you need to develop relationships with (Business Model Canvas) |  |
| Marketing and promotional strategies (mention your marketing & promotional plan, sales and distribution plans briefly within 300 words). |  |

**VIII. Legal Requirements**

| Mention the type of company ownership such as sole proprietorship, partnership business, private limited company etc. Refer specifically to any licences required and the status of any application. (Max. 200 words) |
| --- |
|  |

**IX. Operational/Work Plan**

* Work Plan (Provide major activities and mark months and quarters in which you plan to carry them out. Add a new row if you need more.)

| **Planned Activity** | **1st Month** | **2nd Month** | **3rd Month** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| --- | --- | --- | --- | --- | --- | --- |
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**X. Human Resources** (Provide a clear list of people who will be involved in the project with their responsibilities. Add new rows if you need more)

| **Sl. No** | **Name of Employees** | **Position/Role** | **Number of people** | **Salary/month.** |
| --- | --- | --- | --- | --- |
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|  |  |  |  |  |
| **Total salary Per Month** |  |

**XI. Growth Analysis:** How do you plan to grow your company sustainably? (Max.100 words)

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| --- |

**XII**. **FINANCIAL PLANNING**

**[*PLEASE NOTE: If your business has already commenced trading you MUST provide profit and loss accounts and balance sheets for the last TWO years. If this information is not provided, you will not be eligible for Loden funding* ]**

1. ***Profit and loss Projection for the first and second year******ONLY***
2. ***Balance sheet at the end of the first and second years ONLY***

**XIII**. Financial Projection (Give a projection of the quantity of products and services [in blue cells] and/or their monetary value [in white cells] under the timeline).

**[*PLEASE NOTE: Projections beyond 2 years are NOT required*]**

| **Results** | **Quarter 2** | **Quarter 3** | **Quarter 4** | **Quarter 5** | **Quarter 6** | **Quarter 7** | **Quarter 8** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. |  |  |  |  |  |  |  |
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| 2. |  |  |  |  |  |  |  |
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| 3. |  |  |  |  |  |  |  |
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| 4. |  |  |  |  |  |  |  |
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| 5. |  |  |  |  |  |  |  |
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**XIV. Special needs of Proponent/Promoter:**

1. Disability:
2. Other, specify:

(If you fall into the above-mentioned groups, you will be given extra weightage

**Annexures:**

1. Personal statement explaining why you are interested in the chosen business (300 words max) :

|  |
| --- |

1. Attach your full Curriculum Vitae (CV) here. Please note that if you do not submit a full CV, your application will not be considered.

|  |
| --- |

1. Attach your Credit Information Bureau (CIB) report here. If married, you also need to submit your spouse’s CIB report:

|  |
| --- |

1. Attach your Citizenship Identity Card or any other identities here to prove your Bhutanese citizenship:

|  |
| --- |

Submitted by:

(Signature with legal stamp):

Name:

CID #:

Contact number:

Submission Date:

**Document checklist (Please tick):**

1. Business Proposal Template [     ]
2. Business Plan Submission Form [     ]
3. Curriculum Vitae (CV) [     ]
4. Personal Statement [     ]
5. Latest CIB report (if married, submit spouse’s CIB report as well) [     ]
6. Citizen Identity Card (CID) copy [     ]

**Declaration:** *I hereby confirm that I have not been convicted by any court of law. If the submitted testimonials and certificates, or any of the facts stated above are found to be false or misrepresented, Loden Foundation will dismiss my application and disqualify my candidature at any stage of selection. I will be liable for termination even after being selected, as well as be subjected to other legal actions.*