|  |  |
| --- | --- |
| Business’ Legal Name |  |
| Legal Status of the business *(check the relevant box below)* |
| Sole Proprietor | Partnership  | Private Limited Company | Public Limited Company |
| Business is Registered with SECP | Yes  | No  |
| Business NTN Number (if any) |  |
| Business Bank Account | Yes  No  |
| Bank name and account number |  |
| Applicant’s Full Name |  |
| Contact Details *(give your details below)* |
| Phone Number: |  |
| Email: |  |
| Business Office Address: |  |
| Business Website (if any): |  |
| Year Business Established |  |
| Year business Registered |  |
| Key Products/ Services of Business |  |
| Amount of Matching grant applied | Pak Rupees  |
| Business contribution in the expansion plan | Pak Rupees  |
| Total investment plan including matchinggrant, own sources, others | Pak Rupees  |

Disclaimer: This document is a template being prepared to obtain detailed information about the businesses (Producers, farmers, MSMEs, SMEs) who have applied for Matching Grant from GRASP. However, filling in the information and submission does not guarantee any matching grant in any form, whatsoever. The decision of GRASP Matching Grant Committee(s) on shortlisting and finalization of businesses for support will be final and cannot be challenged at any forum. GRASP is committed to protecting your personal and business information and respecting your privacy. Only authorized staff have access to personal information, and they are obliged to respect its confidentiality.

1. Background and History of Business

This session must contain details about the company such as: (Describe in Max 500 Words)

* SME background/history
* What differentiates the business from its competitors?
* Who are your customers (income bracket) and why do they buy your product and services?
* You and your team (if any) have significant business experience.
* Please tell us about the organizational systems / processes - Operations, finance and procurement and other (financial record keeping mechanism, Operations management, procurement systems, sales record keeping, audit and others)
1. Investment Rationale for Matching Grant

It contains the investment rationale (Justification) in detail, i.e. why would your business be a great fit for Matching Grant. Please tell the USPs (Unique Selling Proposition) of the company. Typically, it may include the following: (Maximum 500 words)

**Business and Operational Model:** Showcase the structure and efficiency of your operations that make your business stand out.

**Buyer & Seller Relationships:** Emphasize strong ties with buyers and sellers, highlighting your ability to create value and foster trust.

**Growth Through Innovation:** Explain how process improvements such as technology adoption, automation, cost optimization, or innovative approaches can unlock new opportunities for your business.

**Team:** Highlight the expertise of your management team and their proven ability to drive business growth and expansion.

**Commitment to Sustainability:** Describe how your company adopts eco-friendly practices and procedures, ensuring minimal environmental impact while achieving operational excellence.

1. Sector and Market Overview

It is very important for the committee to know the market size and current market trends. It is the duty of Enterprise to give an overview of the market and make the company’s case stronger. The Enterprise will prepare the market overview from credible data sources, such as the Govt P&D Data, Pakistan economic survey 2021, World Bank, Relevant Government Department, other Pakistan credible market sources etc. Credible sources provide reliability to the data points and help the co-financers (Banks & FIs) along with GRASP to better understand the market and allocate the right funding. (Describe in max 250 words). The overview of the market contains elements like:

* The trend of various product lines (Numbers, facts and Figures)
	+ Increase or decrease: why?
* Growth trends in the market and the driving factors behind them

What is total Available Market? Total size or total demand

What is Addressable Market? Market Your company can serve

What is your obtainable Market? The market you can estimate sell to

Direct Competitors and their market share

Indirect Competitors and their market share

Strengths against competitors

1. Ownership Structure & Investment contribution potential

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Ownership: Who | Name of | Percentage | Total | **Amount to be invested in addition to matching grant (Pls refer note below)** | **Amount to be raised from banks or sources** |
| are the major | Shareholder | of Shares | amount |
| stakeholders in |  |  | invested |
| the company? |  |  |  |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |

\*Imp note for above table:

For 10-20 million 30% contribution

1. Matching grant impact (GRASP Priority areas – Modern technology, sourcing from GRASP targeted districts, automation, revenue growth, productivity growth, exponential value addition, processing)

5.1 How Matching Grant will help your business to double your revenues.

* 1. How Modern technology will help increase productivity into your business

5.3 How matching grant will be resolving your business biggest 2 to 3 problems to unlock growth, and suggest their most feasible solutions:

|  |  |
| --- | --- |
| Your biggest problem(s) | How will matching grant solve this problem? |
|  |  |

* 1. How this matching grant will be helping the business to create new jobs and sustain previous jobs, how much the business creates jobs for women, Person with Disabilities and ensuring environmentally friendly practices into its day-to-day policies.
	2. Top five revenue generating products / services, please also put the future sales figures:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Product / Services | Fee / Price | Sales Per Month | MonthlyIncome from Sales (in Rs) | Monthly Cost/ Expense | Profit |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| After availing | The matching | Grant |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

1. Business Operating Model

6.1 Please explain your business cycle and revenue generating mechanism (Steps and number of days it will take from sourcing, processing (If any) to final product delivery. (100 words)

6.2 **Resource Mobilization:** (From where you purchase your raw material/supplies, and on what terms and conditions? Will this be the same after availing the matching grant Briefly explain?)

6.3 **Provide the details with the design (facility/unit/factory or plant layout) and specification of machines/equipment ( machines, make, transportation, insurance, etc.):**

6.4 **Sharing of responsibility and monitoring:** Describe the business Procedures for delivering services/selling of products and how to keep track of the customer base, form of communications. Describe the standard payment terms and the payment methods accepted. (Max 150 Words)

1. Marketing and Sales
	1. Product wise marketing plan (Describe in Max 100 word and fill the table) *(More rows can be added).*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| S# | Product | MarketingChannel | Targetmarket /audience | AllocatedBudget | Responsibleperson |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

* 1. Sales & Marketing Strategy: What is your current and future sales & marketing strategy?

|  |  |
| --- | --- |
| Current Sales and Marketing Strategy  | Future Sales and Marketing Strategy after availing Matching grant  |
|  |  |

* 1. What about the employment structure commissioned salespeople or hired on fixed payroll or one on one sales or Contract sale or another approach?

**Key Risks and Assumptions (Max 500 words)**

What are the risks your business may face? How you are planning to address these risks

 Key risks *(More rows can be added).*

|  |  |  |
| --- | --- | --- |
| Sr. # | Key risks | Plans to address the challenge |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

1. Investment plan, business expenses

8.1 Please mention (Describe in MAX 150 words)

Utilization / breakdown of fund/investment on facilities, equipment, and technology Capital Cost: Machinery, Automation, technology, tools (with a life of one year or more

* 1. Please state the key capital items required, milestones for the Investment, and when you expect to achieve them. Please include dates that will trigger significant expenditure (e.g., job start dates, purchase of capital equipment, technology/automation/building costs/human resource onboarding). Please mention a clear timeline with dates and budget outlay. Divide the total investment into three trenches and put milestones on each of them. Please note that businesses have to mention their contribution first before availing the matching grant amount.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| S No / Tranche (Divide the project into three parts) | Details of capital item/ activity | Start and end date | Per Unit cost | Total Cost | Supplier | Source/Allocation of fund Mention in below order1. Own

Contribution1. Matching Grant
2. Bank, Other sources)
 |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |

* 1. Working Capital: Raw material/input supplies, etc.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| S # | Details | Quantity | Rate Per Unit | Total Price | Supplier | Source of Fund |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. Financial Statement and projections: (Max 200 words)

The following rates of inflation have been used for the expenses (Year on Year Growth in %). Write the rational below the table which must indicate why you expect this growth or decrease in revenue in coming years

*(More rows can be added).*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Particulars  | FY 2021-22 | FY 2022-23 | FY 2023-24 | ForecastFY 2024-25 | Forecast FY2025-26 | Forecast FY2026-27 |
| Salaries |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |
| Utilities |  |  |  |  |  |  |
| Travel, transportationand communication |  |  |  |  |  |  |
| Depreciation &amortization |  |  |  |  |  |  |
| Marketing & SellingExpenses |  |  |  |  |  |  |
| Other OperatingExpenses |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

Financial Position current and Future Projections

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Year ended |
| Particulars | Unit | FY 2021-22 | FY 2022-23 | FY 2023-24 | ForecastFY 2024-25 | Forecast FY2025-26 | Forecast FY2026-27 |
| Total Revenue | PKR |  |  |  |  |  |  |
| Total Expenses | PKR |  |  |  |  |  |  |
| Net Profit | PKR |  |  |  |  |  |  |
| Total Assets | PKR |  |  |  |  |  |  |
| Total Liabilities | PKR |  |  |  |  |  |  |
| Total Equity | PKR |  |  |  |  |  |  |
| EBITDA | PKR |  |  |  |  |  |  |
| Net profit margin | % |  |  |  |  |  |  |
| ROE | % |  |  |  |  |  |  |
| ROI  |  % |  |  |  |  |  |  |
| IRR |  % |  |  |  |  |  |  |

Profit and Loss Statement – Current and Projected

|  |  |  |
| --- | --- | --- |
|  |  | Year ended |
| Amounts in Rupees | Note | FY 2021-22 | FY 2022-23 | FY 2023-24 | ForecastFY 2024-25 | Forecast FY 2025-26 | Forecast FY2026-27 |
| Revenue |  |  |  |  |  |  |  |
| Product/Service 1 |  |  |  |  |  |  |  |
| Product/Service 2 |  |  |  |  |  |  |  |
| Product/Service 3 |  |  |  |  |  |  |  |
| Product/Service 4 |  |  |  |  |  |  |  |
| Total Revenue |  |  |  |  |  |  |  |
| Direct costs |  |  |  |  |  |  |  |
| Gross Profit |  |  |  |  |  |  |  |
| Operating Expenses |  |  |  |  |  |  |  |
| Salaries |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |
| Utilities |  |  |  |  |  |  |  |
| Travel, transportation &communication |  |  |  |  |  |  |  |
| Marketing & Selling Expenses |  |  |  |  |  |  |  |
| Repair and maintenance |  |  |  |  |  |  |  |
| Auditor and legal fees |  |  |  |  |  |  |  |
| Other Operating expense |  |  |  |  |  |  |  |
| Total Operating Expenses |  |  |  |  |  |  |  |
| EBITDA\* |  |  |  |  |  |  |  |
| Depreciation Expense |  |  |  |  |  |  |  |
| EBIT\*\* |  |  |  |  |  |  |  |
| Finance cost / Interest |  |  |  |  |  |  |  |
| Net Income – Earningbefore Tax |  |  |  |  |  |  |  |
| Tax |  |  |  |  |  |  |  |
| Profit after tax |  |  |  |  |  |  |  |

\* Earnings Before Interest Depreciation Tax and Amortization

\*\* Earnings Before Interest and Tax

Guidance: Above is a sample format. You can amend, as per the actual business figures

Notes on Income statement Revenue: (Max 100 words)

Direct Cost: (Max 100 words)

Operating Expense: (Max 100 words)

Balance Sheet – Projected

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Year ended |
| Amounts in Rupees | Note | FY 2021-22 | FY 2022-23 | FY 2023-24 | ForecastFY 2024-25 | Forecast FY2025-26 | Forecast FY2026-27 |
| Non-Current Assets |  |  |  |  |  |  |  |
| Property plant andequipment |  |  |  |  |  |  |  |
| Total Non-Current Assets |  |  |  |  |  |  |  |
| Current Assets |  |  |  |  |  |  |  |
| Cash |  |  |  |  |  |  |  |
| Account Receivable |  |  |  |  |  |  |  |
| Inventory / stocks |  |  |  |  |  |  |  |
| Prepaid Rent |  |  |  |  |  |  |  |
| Total Current Assets |  |  |  |  |  |  |  |
| Total Assets |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Current Liabilities |  |  |  |  |  |  |  |
| Interest Payable |  |  |  |  |  |  |  |
| Accounts Payable |  |  |  |  |  |  |  |
| Total Current Liabilities |  |  |  |  |  |  |  |
| Non-Current Liabilities |  |  |  |  |  |  |  |
| Loans |  |  |  |  |  |  |  |
| Total Non-Current Liabilities |  |  |  |  |  |  |  |
| Equity |  |  |  |  |  |  |  |
| Share Capital |  |  |  |  |  |  |  |
| Reserves |  |  |  |  |  |  |  |
| Total Equity |  |  |  |  |  |  |  |
| Total Liabilities & Equity |  |  |  |  |  |  |  |

Guidance: Above is a sample format. You can amend, as per the actual business figures

Notes on balance sheet:

Fixed Assets: (Max 100 words)

Current Assets: (Max 100 words)

Current Liabilities: (Max 100 words)

Long Term Debts: (Max 100 words)

Equity: (Max 100 words)

Cash flow Statement - Projected

|  |  |  |
| --- | --- | --- |
|  |  | Year Ended |
| Amounts in Rupees | Note | FY 2021-22 | FY 2022-23 | FY 2023-24 | ForecastFY 2024-25 | Forecast FY2025-26 | Forecast FY2026-27 |
| Net Income |  |  |  |  |  |  |  |
| Add: Depreciation |  |  |  |  |  |  |  |
| Changes in WorkingCapital |  |  |  |  |  |  |  |
| Add: Increase inLiabilities |  |  |  |  |  |  |  |
| Less: Increase in Assets |  |  |  |  |  |  |  |
| Net cash flows fromoperations |  |  |  |  |  |  |  |
| Less: Capex |  |  |  |  |  |  |  |
| Add: Interest on loans |  |  |  |  |  |  |  |
| Cash flows after investingactivities |  |  |  |  |  |  |  |
| Less: Loan repayments |  |  |  |  |  |  |  |
| Less: Interest paid onloans |  |  |  |  |  |  |  |
| Cash flows after financingactivities |  |  |  |  |  |  |  |
| Dividends |  |  |  |  |  |  |  |
| Changes in Equity |  |  |  |  |  |  |  |
| Net Cash Flow |  |  |  |  |  |  |  |
| Beginning Cash in Bank |  |  |  |  |  |  |  |
| Ending Cash in Bank |  |  |  |  |  |  |  |

Guidance: Above is a sample format. You can amend, as per the actual business figures

Notes on Cash Flow:

Operating Cash Flow: (Max 100 words)

Investing Cash Flow: (Max 100 words)

Financing Cash Flow: (Max 100 words)

1. Management, Expenses and Employees
	1. HR Cost Details - (salary)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| S # | Title | No | Salary Per Staff | Annual | Full / Part time | Source of Fund |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

* 1. Overheads (rent, utilities, transport, stationery, depreciation or other indirect and

invisible expenses)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S # | Details | Quantity | Monthly | Annually |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

* 1. Key Numbers & Assumptions

Key Revenues current & assumptions: (Max 200 words)

Please put the biggest revenue contributors (Existing and future after availing the matching grant) into the table below.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Particular | Unit | FY2021-22 | FY2022-23 | FY2023-24 | ForecastFY 2024-25 | ForecastFY 2025-26 | ForecastFY 2026-27 |
| Revenue assumptions |  |  |  |  |  |  |  |
| Product / Service 1 |  |  |  |  |  |  |  |
| Product / Service 2 |  |  |  |  |  |  |  |
| Product / Service 3 |  |  |  |  |  |  |  |
| Product / Service 4 |  |  |  |  |  |  |  |
| Product / Service 5 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |