

## ANNEXURE II

### Structure for Business Proposal

#### **I. The Executive Summary**

The topic must not contain less than 400 words.

#### **II. Business Overview**

Outline a description of the business, including:

- Business formation history
- The type of business
- Location
- Means of doing business

#### **III. Proposed Business Plan and Market Strategy**

Define your detail plan for the outreach of target market and sales strategies for lottery.

#### **IV. Sales and Marketing Services**

Include explanations for why your customers will buy BLL products and how you will reach them through marketing and advertising efforts.

#### **V. Management Team.**

Provide detailed background information on all staff involved to operate proposed business.

Attach supporting documents (if any), such as articles on the company, résumés of key personnel, etc.