SAMPLE – FICTIONAL DETAILS · NOT A REAL PERSON, BUSINESS OR OFFICIAL FORM

Business plan (sample extract)

Nila Spices, Thrissur · a short sample of a longer plan · Sample – fictional details. Figures are invented.

1. The business

Nila Spices is a fictional retail and small-wholesale spice shop in Thrissur town. It sells packed Kerala spices to households and to a few restaurants, and it plans a simple online enquiry form in its first year.

2. The offer

Hand-sorted pepper, cardamom, clove, cinnamon, star anise and turmeric, packed on site in labelled pouches. No claim is made in this sample about organic certification; a real plan would only state certifications you actually hold.

3. Customers

Households within a short travel distance of the bazaar, and restaurant cooks who want a regular, named lot rather than a mixed blend of unknown origin.

4. Start-up needs (illustrative figures only)

Item	Sample figure (₹)
Rent deposit and first two months	1,80,000
Fittings, weighing and packing	1,20,000
Opening stock	2,50,000
Working cash	80,000

5. Risks

Price swings in pepper and cardamom, spoilage if storage is damp, and slow walk-in trade in the first quarter. Mitigation in this sample: a small starting stock, a moisture protocol, and one wholesale account already discussed (fictional).

A paid plan is written from your figures and is not a guarantee of finance.