
Babil –Business Information Center

Business Plan

2012

**Iraq, Babylon,
bic_mang@yahoo.com
Tel : 07814701844**

CONTENTS

1.0 BACKGROUND AND ORGANIZATIONAL SUMMARY

- Vision
- Mission
- Goals
- Strategic Objectives

2.0 INDUSTRY AND MARKET ANALYSIS

- The overall market – description of nature, extent, and composition of the private sector in the province
- Growth opportunities and constraints
- Target market segments and customer characteristics
- Customer needs and demand for business services
- Competition – alternative sources of supply for business services

3.0 BABIL – BIC SERVICES

4.0 STRATEGY AND IMPLEMENTATION SUMMARY

- Principal goals, objectives, programs, and activities to be pursued during 2011

5.0 MANAGEMENT SUMMARY

- Organizational Chart
- BABIL-BIC Staff
- Management Profiles

6.0 FINANCIAL PLAN

- Sources of revenue and projected earnings for 2011 by arrange courses IYI according with TIJARA
- Project expenses for 2011 by arrange courses in computers and English teaching

1.0 Organization Summary and Background

The Babylon governorate is the largest Iraqi province in the middle of Iraq. It lies 100 km to the southwest of Baghdad. It lies between four governorates Bagdad, Karbala, Najaf, and Diwania. It lies in the middle of Iraq and its

important location makes it to serve all governorates near it. The population of Babylon is the second largest number in Iraq. There are many important factories in Babylon like Hilla boucle factory, Al-Sadda cement factory and Al-Forat Chemical factory and others. So it is the most important economical province in the middle of Iraq. Throughout the province, small and medium enterprises (SMEs) are beginning to develop which includes unique services such as contracting firms and export/import companies.

Vision

Position BIC as the major business development partner for government, private sector and Development Agency stakeholders in Babylon province

Mission

Create a vibrant private sector by providing market led and demand driven Business development services including training Business counseling, market information and undertake business enabling environment improvement initiatives

Business Development services provide

Training :

- **Generate your Business idea**
- **Start your Business**
- **Improve your Business**
- **Marketing**
- **Association Management**
- **English Language Training**
- **Market led & demand Driven Specialize**
- **Computer Training (possibly International Computer Drivers License)**

Formatted: Bullets and Numbering

Formatted: Bullets and Numbering

Specific Initiative:-

- **Employment center for unemployed youth**
- **Trade fairs**
- **Value chain Analysis**
- **Feasibility studies**

2.0. Industry and Market Analysis Summary

The portion of the SME sector in Babylon includes small factories and shops. It also is well-known in hand made textile and popular hand made crafts, pottery and copper wares. There are many factories in Babil like the general company of textile industries , petro-chemical factory, bricks factories and factories of dates molasses This sector has faced marginalization during the period of war which has had a negative influence on their performance and has also isolated them from the global economy, hindering their development in core business practices such as business planning, sales and marketing.

Their principal needs include: assistance in accessing finance, marketing and advertising services to help them expand sales, translations services, and assistance in dealing with legal problems. Although they could benefit from training in a number of business management and operational areas, they are generally not willing to pay for such services, except in areas such as computer training and English language training.

3.0 BABIL-BIC Services

A. Current Services -- At the present time the BABIL-BIC offers the following services:

1. Training programs – (IYI initiation , Youth Employment Program (YEP) and Youth Entrepreneur Access to Finance (YEAF) programs-)
 - How to start-up/improve business
- Other services offer from -SBDCs to clients
 - Computer training course
 - English language training
2. Feasibility Studies
3. Start/Improve Your Business (SIYB) training
4. Different consultancies

- B. Plans for New Services
1. Improve your business training services
 2. Marketing and advertising services

4.0 Strategy and Implementation Summary

Principal goals, objectives, programs, and activities to be pursued during 2011

Goal #1-- The BABIL-BIC will support enterprise formation and growth in Babil Province.

Strategic Objective 1.1: Improve existing business

Strategic Objective 1.2: Increase number of business

Implementation strategy: the principal program that the BABIL-BIC will implement in 2011 to accomplish these two strategic objectives will be the Iraqi Youth Initiative, including the YEAF and YEP components.

Activities: we will accomplish these objectives by carrying out the following activities:

- 1) Training – Conducting 2 training programs per month for young entrepreneurs on “How to Start a Business” through to the end of the IYI program, anticipated for April 2012.
- 2) Counseling – providing ~~following~~ counseling or advisory services to help young entrepreneurs develop their good business plans
- 3) Access to finance – assist IYI participants in completing loan applications and getting loans from local MFIs or banks.

Resources: The financial resources required to implement these activities will be provided through grant funds from the USAID-Tijara IYI program.

Strategic Objective 1.3: Help local SMEs expand sales

Implementation strategy: The BABIL-BIC will launch a new program to provide marketing and advertising services to local entrepreneurs

Activities: the activities the BABIL-BIC will carry out to help local SMEs expand their sales will include the following:

- 1) Training of how to improve your business.
- 2) Different consultancies in this provision.

Strategic Objective 1.4: Help improve the business and investment environment in Babil Province in order to generate more business and employment opportunities in the province

Goal #2 -- Becoming financially sustainable

Strategic Objective 2.1: Diversity our sources of funding from donor organizations to support private sector development and training programs

Implementation strategy: The BABIL-BIC will undertake an active business development program that will enable us to identify new sources of funding for economic development programs in our province and diversify our funding sources to enable us to implement such programs.

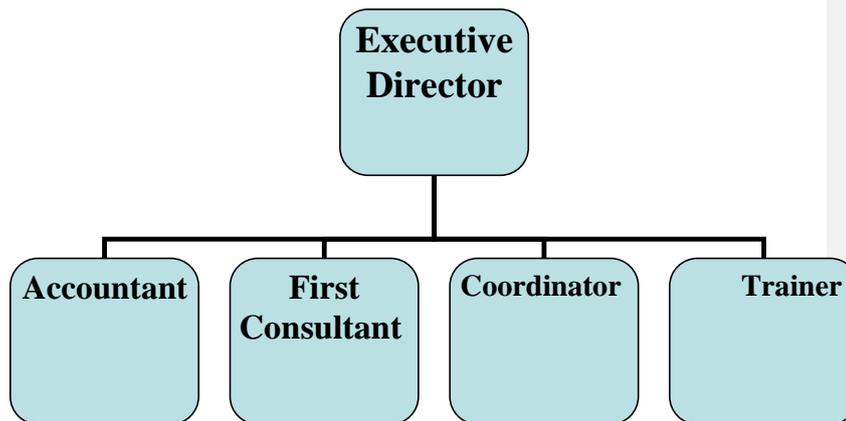
Activities:

- 1) Develop a Capabilities Statement to document our performance in managing economic development projects
- 2) Improve our website and other marketing materials to enable us to market our capabilities and services more effectively
- 3) Contact state owned enterprises and Government of Iraq ministries and directorates in Babil to assess opportunities to conduct specific training programs.
- 4) Assess members of the Babil Chamber of Commerce members to assess opportunities to conduct specific training programs and provide support services (employment placement; translation; visa application, etc.)
- 4)5) Contact international companies operating in Iraq to seek sponsorships through their corporate social responsibility departments for economic development initiatives in our province
- 4)6) Seek training opportunities to help us improve our proposal writing capabilities
- 5)make

Formatted: Bullets and Numbering

5.0 Organization and Management

A. Organizational Chart



B. BABIL-BIC Staff

Executive Director	Kanaan Khalaf	Designing , supervising and developing all the center activities with drawing the vision ,mission and the goals of the center and acting as liaison officer with all governmental and international supporting entities.
Accountant	Haytham Abbas	Keeping all the financial records and managing all the financial reports and Jamsheed accountancy
First consultant	ALI Hameed	Conducting all the reports and studies. Training activities, different consultancies and conducting different courses and plans.
Coordinator	Ali Hashim	Coordinate the contacts between our clients and the concerned departments of the center
Trainer	Mohammed Habeeb	Train the SBDCs client and guide them to start up new Business
Report writer (translator)	Ali majeed	write all the report for weekly, monthly And all the SBDCs activities in English
Noor Abdul Ameer		Documentation Admin

C. Ownership Information

D .Management Profiles

- Annex 1 shows resumes of the key people in our center
- Annex 2 shows the names and Qualifications of Board of Directors

6.0 FINANCIAL PLAN

Sales Forecast

The table below shows our sales for the next three years:

The Activity(Fee-Based)	2012	2013	2014
Computer training course	\$3,500	\$4,100	\$7,000
Feasibility Studies	\$7,200	\$10,200	\$12,000
Translation	\$2,400	\$3,000	\$4,800
Legal and commercial consultancies	\$2,400	\$4,800	\$6,000
Hall Renting	\$1,200	\$2,400	\$4,800
Business Directory	\$10,000	\$20,000	
Other demand driven Services (Focus group sessions, Job Placement)	\$3,000	\$6,000	\$9,000
Mostaqbal program	\$ 159,000	-	-
Internet Services	\$ 3,500	\$7,000	\$10,000
Language learning Center	\$1,150	\$2,350	\$3,500
Marketing Services Center	\$6,000	\$12,000	\$18,000
Outdoor advertising services	TBD	TBD	TBD
Access to finance	\$15000	\$16000	\$16500
Books Keeping	\$25000	\$32000	\$37000
Website designing services	\$24000	\$28000	\$32000
Budget preparation course for companies owners	\$15000	\$22000	\$28000
Electronic commerce courses	\$25000	\$32000	\$37000

Note: define what is included in Mostaqbal program

7.0 Premises and Facilities

Babil-BIC is in a new building located beside Babil-CoC building, Babil Province. The location of the center including:

- Big hall for holding training workshops.
- hall for computer and internet training
- Two offices.
- With other utilities.
- Economic library for entrepreneur youth

Annex 3 shows the equipment and furniture available in BABIL-BIC and Annex 4) shows photos for the halls and offices of BABIL-BIC

8.0 . Communication, Public relation And Advocacy

Babil-BIC is well-known in the area because of the reputation gained by the idealistic interaction between our staff and the beneficiaries of our services. Besides, the center has succeeded in winning the confidence and satisfaction of Babil local government, our international partners and our fellow citizens because of its accomplishments that serve our community, such as the small grant program and Iraqi Youth Initiative. Following is the list of the international and local NGOs that have good relations with BABIL-BIC.

A. International NGOs

- ~~Babil/ PRT~~
- USAID-Tijara
- CHF

B. Iraqi Entities and NGOs

- Babil Governor’s Office
- Babil PC
- All Municipal Council
- Babil University
- Labor and Vocational Training Dept.
- Babil Province Investment Commission

Our activities

Training

- Generate your Business idea
- Start your Business
- Improve your Business
- Market led & Demand driven specialized program

Counseling

- Financial counseling \$ linkage with financial situation
- Market information
- Value chain Analysis
- Feasibility studies

Specific initiation

- Employment center for Unemployment youth
- Trade fairs
- Business Directory
- Seminars and round tables for Improving Business Enabling

Formatted: Bullets and Numbering