

Business Plan Services



Our business plan services support you to articulate your business ideas, objectives and opportunities into a well drafted document that meets international best practice. We appreciate that business plans have varying purposes and audiences, therefore, we develop documents that suit the requirements of the intended user by a structured evaluation of your objectives.

Clients benefit from the business planning experience of our dedicated team of professionals who develop business plans that adequately represents the business' interests. Using information provided by both the client and market sources, we develop the plan to suit the requirements of users – be it investors, financiers, board of directors or management of a company. Bridgewater is committed to thoroughly understanding your business ideas and objectives in order to develop business plans that achieve desired outcomes.

Typical situations in which you may require our assistance

- You require a business plan which clearly outlines investment opportunities to raise capital.
- You seek to outline the concept and development agenda of your complex and or large-scale projects to key stakeholders.
- You require a commercial and financial feasibility of your business idea.
- You seek to develop roadmaps and strategies for the operations of a new business unit in line with corporate objectives.
- You require a strategic plan to communicate corporate direction and focus to all relevant stakeholders.

For more information, please contact:



Anuonyam Asamoah
Senior Manager

Investment Banking
+233 59 380 1918
aasamoah@bridgewatergh.com



Eli Adenyo
Associate

Corporate Transactions
+233 (0) 59 380 1921
radenyo@bridgewatergh.com

Our Business Plan Services

Business Plan for Capital Raising

Raising capital requires adequate preparation and documentation. Bridgewater has a well-developed business plan service that is designed to boost your capital raising agenda. Bridgewater applies knowledge and experience of the capital markets to focus your business plan on the important requirements of different investor types.

- **Venture Capital and Private Equity:** Potential return on investment, market opportunities as well as potential exit routes are clearly outlined.
- **Lenders:** Debt capacity, strength of cashflows, and debt coverage implications are highlighted.
- **Impact investors and Grants:** Potential environmental and social impact, governance issues and untapped value are clearly articulated.

Strategic and Operational Plans

Bridgewater supports management to effectively plan the growth of the business and to anticipate and prepare for any changes that may arise. We aim to support clients' strategic decision-making and operational management processes by defining actions that sustain or increase company value amidst changing market dynamics.

- **Strategic plan** – Outline objectives, critical success factors and key performance indicators.
- **Start-up business plan** – Market opportunities, business model, product development, financial forecasts
- **Business plan for subsidiaries** – Operational objectives, governance structures, financial forecasts, key performance indicators
- **Business plan for new projects** – Commercial and financial feasibility, risk mitigation, financial forecasts and project impact.

