***FORMAT FOR PROJECT PROPOSAL FOR ESTABLISHMENT OF RNR ENTERPRISE***

The project proposal must include information but not limiting to the following:

1. **Executive Summary**

Highlight project plan (brief). If already an existing industry mention your plans on adding additional product line or upscaling production (keep it concise and clear).

1. **Project outline/proposed activity**

Specific activity/products to be promoted

1. **Total Project Cost**

Total cost of the project. If just an additional product line, total cost of establishing that additional product line**.**

1. **Location of the Project \***

Details on the site and location of the proposed project/existing industry (Geog, Drungkhag, Dzongkhag)

1. **Production Capacity [Output (unit[[1]](#footnote-1))per day or per month or per year] \***

Production capacity of the proposed activity

1. **Promoters detail**

Background of the promoter(s)

Mention the qualification, skills and experience of the promoter(s).

1. **Raw materials required \***

Include details such as annual quantity, unit of measure, unit price and source of each item for both domestic and imported raw materials. A brief plan on how you intend to source it.

1. **Market, Competition and Marketing strategy**

Target market(s) including share percentage amongst domestic and export market(s),

Detail of competitors if any, in the targeted market(s)

Provide a brief detail of the marketing strategy.

1. **Organization and Human Resource**

Organizational set-up of the enterprise

Human Resource of the enterprise [Category (managerial, technical, professional), qualifications, experience and no. of people employed or to be employed, including semi skilled and unskilled workers]. Additional employment opportunities if establishing an additional product line.

1. **Why is the promoter not able to pursue this project on his/her own?**

Challenges and constraints (brief)

1. **Specific support sought from the DAMC (MOAF)**

Types of support required with an approximate cost.

1. Unit=MT or litres or Numbers

   \*The promoter need not have to furnish these details if developing an IT platforms for market facilitation [↑](#footnote-ref-1)