



Business Proposal Submission Format

Smallholder Agribusiness Partnerships Programme (SAPP)

1. Front Page

- Project title
- Name and Contact details of the proponent
- Date of submission
- Name and signature of the Authorized person

2. Second Page

- Executive Summary of the proposal (one or two pages max.)

3. Third Page

- Content list – chapters, tables, charts, graphs ect

4. Detailed proposal.

A. Background information and rationale

- Background information/Present situation of the industry (Whether it is a service or a product) and relevance to national policy.
- Outcome of the value chain analysis
- Problem statement
- Justification / Proposed solutions for the problem identified - Proposed through a value chain mapping and analysis exercise

B. Project proposal

- Project title
- Overall objectives
- Detailed activity plan with time schedule / implementation arrangement and mechanism (Organizational arrangements)
- Project outputs
- Project benefits/outcomes
- Project Location/area, No of beneficiaries ect.
- Identified risk factors and proposed measures to mitigate risks
- Address youth, nutrition and gender issues
- Monitoring plan

C. Project cost estimate and project evaluation

- Detailed cost estimate - component or activity wise
- Project evaluation – NPV, IRR, Payback period

D. Proposed partnership arrangement (4P) including investment – Negotiation with SAPP.

E. Beneficiary evaluation - IRR, Payback period – SAPP responsibility.