

# Pranic Healing Foundation Mauritius

## Business Plan Template to set up a centre

As mentioned in the guidelines, a Business Plan should be submitted together with the Application form to set up a centre. This document provides some guidelines about the structure and content of the business plan.

### 1. Introduction

Purpose and content of the Business Plan

### 2. Formalities

What are the permits and licences that you need to open the Centre?

State all permits and licences that you have already obtained to open the Centre

### 3. Strategic Plan

- Where will your centre be located? State the name of the region.
- What is the population in that region?
- What are the key areas in that region? State all main buildings or places where people gather regularly (e.g. name of supermarkets, temples, churches, main bus stations, schools, colleges, market, malls, etc)
- How many patients per month do you expect?
- How many books and CDs do you expect to sell per month?
- How many meditations to be conducted per months?
- How many persons per months do you expect will attend the meditations?
- What is the name of the nearest PHC or PHAYC?
- What is the distance between your proposed centre and the nearest existing centre?
- If the distance between the two centres is less than 5 kms, why do you want to open a Centre in the same locality?

### 4. Marketing Plan

<b>Target Audience</b>	<b>Marketing Tools</b>
<ul style="list-style-type: none"><li>• Who are you targeting as patients, meditators, etc?</li><li>• To whom are you going to sell the books and CDs?</li><li>• Who will attend the meditations?</li></ul>	<ul style="list-style-type: none"><li>• How are you going to get patients?</li><li>• What are the ways you will devise to sell the books and CDs?</li><li>• How will you attract people to come for meditation?</li></ul>

### 5. Financial Plan for 3 years

- List all revenue items (healings, sales of books and cds, donations received)
- List all expenditure items (stationary, utilities, rent, royalties, costs of books and CDs bought, etc)
- State the healing fees per patient
- Sales Price of books and CDs
- Forecasted total revenues
- Forecasted total expenditures

#### **Income and Expenditure template**

	<b><u>2022</u></b>	<b><u>2023</u></b>	<b><u>2024</u></b>
<b><u>Income</u></b>			
Sales of books			
Sales of CDs			
Receipts from healings			
Receipts from courses			
Donations received			
<b>Total Income</b>			
<b><u>Expenditure</u></b>			
Cost of books and CDs bought			
Donations given			
Royalties			
Instructor's fee			
Repairs and Maintenance			
Stationary & printing			
Labour costs			
Consumables			
Utilities			
<b>Total Expenditure</b>			
<b>Surplus / (Deficit)</b>			