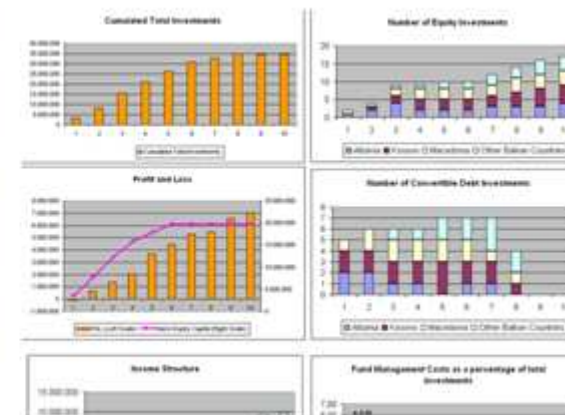


Preparation of a Business Plan for a Regional Investment Fund in the Balkans

Client: Confidential

Duration: 2009

Location: Balkan Region



The objectives of this assignment were to prepare a business plan for an Investment Fund and to transfer knowledge to the client in respect of the business planning process and implementation planning. The Investment Fund is planned to focus on providing finance to small- and medium sized enterprises (SMEs) in the Balkans region. Furthermore, the fund was designed as a responsible investment vehicle, taking into consideration not only commercial objectives, but also incorporating social and environmental objectives.

The business plan consisted of:

- SWOT-Analysis considering the capabilities of the client and current market conditions;
- Positioning of the fund, including a competitor analysis, market and funding strategies;
- Financial projections;
- Management and governance requirements of the fund;
- Organizational structure and job descriptions for key personnel;
- Implementation plan.