

**Retail Electricity Supply Business for the Contestable Market
Outline for a Five (5)-Year Business Plan**

I. Executive Summary

- Overview of the company and its 5-year business plan

II. Marketing Plan

- 2.1 Market Share and Revenue Target(s)
- 2.2 Type/s of Market to be served
- 2.3 Target Market Areas
- 2.4 Marketing Strategies
- 2.5 Supply services to be offered

III. Power Procurement Plan

- 3.1 Company's five-year source of power, indicating each source and corresponding quantity

IV. Financial Plan

- 4.1 Company's capitalization plan i.e. equity, borrowings or public offerings;
- 4.2 Company's financial projections, showing how projected cash reserves or revenues are expected to support costs and expenses.

V. Organizational Plan

- 5.1 Organizational structure, indicating key personnel, including roles and functions; services outsourced and control over outsourced entities;
- 5.2 Names of Board members and qualifications;
- 5.3 List of advisors or consultants, if any;
- 5.4 Five-year staffing and hiring requirements;
- 5.5 Five-year training plan for employees and staff