

**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 Allocation of Capacity & Energy

2.5.1 For Affiliates

2.5.2 For Non-Affiliates

2.6 Value Added Services

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