



## **Retail Electricity Supply Business (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
- 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 Affiliate
  - 2.5.2 For Non-Affiliate
- 2.6 Value Added Services

### **III. Power Procurement Plan**

- 3.1 Company's 5-year source of power, indicating each source and corresponding quantity, projected kW and kWh sales.

### **IV. Financial Plan**

- 4.1 Company's capitalization plan i.e. equity, borrowings or public offerings; and
- 4.2 Company's financial projections, showing how projected cash reserves or revenue 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 key officers and respective qualifications;
- 5.3 List of advisors or consultants, if any, and respective qualifications;
- 5.4 Five -year staffing and hiring requirements; and
- 5.5 Five-year training plan for employees and staff.

*\*Please indicate the above information on a per year basis.*