

# AYEF BUSINESS PROPOSAL GUIDE

## For Soft Business Support Applications

*Adonai Young Entrepreneurs Fund Co-operative Society Limited*

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### ■ INTRODUCTION

As part of AYEF's Soft Business Support system, members can apply for internal funding to grow or launch their businesses. This guide outlines what your proposal must include and how it will be reviewed.

Only members in **good standing** who have contributed consistently for at least **12 months** are eligible to apply.

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### ■ SECTION 1: BASIC REQUIREMENTS

Your proposal must show that you:

- Have a real business (or a concrete plan to start one)
- Understand your business needs
- Can explain how support will be used
- Are committed to ethical growth

You may apply for up to **3× your total contributions**, subject to fund availability and review.

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### ■ SECTION 2: DOCUMENT STRUCTURE





# AYEF

Making Your Business a Reality



+233 506 562 811



info@ayefghana.org



CK Road, R858

Your written proposal should include the following sections (in order):

## 1. Cover Page

- Business name
- Member name & ID
- Contact information
- Date of submission

## 2. Executive Summary

- Short overview of the business idea or existing venture
- Funding amount requested
- What the support will achieve

## 3. Business Description

- What does your business do (or plan to do)?
- Where is it located?
- What problem are you solving?

## 4. Target Market

- Who are your customers?
- Why do they need your product/service?
- What research or experience do you have?

## 5. Products/Services Offered

- What exactly do you sell or plan to offer?
- Price points (if applicable)

## 6. Current Status



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- When did you start?
- What traction have you achieved (sales, clients, etc.)?

## 7. Funding Plan

- How much are you requesting?
- Breakdown of how the money will be used (e.g. inventory, equipment, rent, marketing)
- Timeline for spending

## 8. Execution Plan

*(especially important for new businesses)*

- What steps will you take once funding is approved?
- Key milestones (e.g. register business, buy stock, launch)

## 9. Expected Results

- What impact will the support make?
- Expected revenue, growth, or stability

## 10. Risks & Mitigation

- What could go wrong?
- How will you manage it?

## 11. Attachments

- Any supporting documents: receipts, photos, quotes, permits, registration certs, etc.



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## ■ SECTION 3: SUBMISSION PROCESS

- All proposals must be submitted in **PDF or Word format**
- Send to the official AYEF email or portal when available
- You may be invited for an interview or asked for clarifications

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## ■ SECTION 4: REVIEW & APPROVAL

Your proposal will be reviewed by the **Support & Review Committee**, and:

- Peer guarantors may be required
- A final decision will be communicated within 21 days
- If approved, support margin and repayment terms will be agreed

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## ■ FINAL NOTE

This guide is meant to **help you structure your ideas clearly** — not to restrict you. Be honest, realistic, and focused. We want to support businesses that are intentional, ethical, and ready to grow.

