

**INFORMATION LIST FOR THE PROJECT PROPOSAL FOR SUBMISSION TO PNS**

*(Please furnish the information which has been marked "X")*

**(COMPANY NAME)**

**1 INTRODUCTION**

**2 COMPANY BACKGROUND**

a. Business activities

b. M & A of association, Form 24 & 49

c. Registration with Govt., private agencies and trade associations (if any)

**3 PROFILE OF ENTREPRENEURS AND KEY PERSONNEL**

a. Detailed background of entrepreneurs

b. Organization structure

c. Present number of workforce according to level  
(Professional, managerial, supervisor, clerk, etc.)

**4 INDUSTRY ANALYSIS WRITE-UP**

a. Market size - Global and domestic

b. Industry growth - Past and future

c. Competitors - Market share, market segment and list of players

**5 MARKETING STRATEGY**

a. Current market share - in percentage and total value of industry

b. List of clients and volume

c. Target market

**6 SWOT ANALYSIS**

**7 PROPOSED PROJECT**

a. Type of product/services

b. Location and layout

c. Approval and license

d. Target production volume/capacity

e. Technology choice and justification

f. Future requirement of manpower

if there is any changes from  
the earlier information

**8 CAPITAL REQUIREMENTS**

- a. Detail project cost - updated info
- b. Proposed method of financing
- c. Proposed equity structure
- d. Details of utilisation of fund:

**9 FINANCIAL**

- a. Audited accounts for the past 3 years
- b. Projected P&L, Balance Sheet and Cashflow for the next **5 years**  
**complete with notes and assumptions**  
(Monthly cashflow projection which includes existing and additional bank loans for the first 2 years)
- c. Latest management accounts
- d. Sensitivity analysis
- e. Profitability ratios

**10 CONCLUSION**

- a. Business growth prospect
- b. Project viability

**11 OTHERS**

- a. Letter of appointment of merchant banker
- b. Draft business plan for submission to the SC (if any)
- c. Draft Long form accountant's report (if any)
- d. Draft market research report (if any)
- e. Draft prospectus (if any)
- f. Draft legal due diligence report (if any)
- g. Tentative Listing Structure (incorporating PNS' future shareholding)