

## **Business Description Plan**

### **1. Executive Summary**

This section should provide an introduction of the company, its mission, objectives and economic purpose for establishing the company.

### **2. Business Model**

This section should form the main content of the document and should include all but not limited to the following sub sections;

**Detailed Description** of all the products and services offered or to be offered by the company.

Disclosure of the established or soon to be established **markets (countries and companies)** where the company will be selling its products and services. This shall include the names, addresses and contact numbers of companies and partners for verification.

**Security of delivery of products and services** including detailed procedures for due diligence on company customers. Company Fraud detection and prevention policies and procedures in place. Anti-Money Laundering and Anti terrorist financing laws, policies and procedures implemented by the company.

**Revenue** levels in terms of estimated dollar value turnover and expected volume or number of business transactions to flow through Loyal Bank per year.

**Expenses** what type and volume of such transactions to expect flowing through the account on a yearly basis.

### **3. Plans for the Future**

This section should include projections for future expansion and development in terms of products and services, markets, partners, clients etc.

### **4. Declaration/ Commitment**

The company shall declare that all its business will be free from money laundering and terrorist financing, gambling, gaming, adult entertainment and other criminal activities and any other business activity prohibited by Loyal Bank policy.

The company will accept that Loyal Bank will report to the local authorities any financial activity or account behaviour related to the above range of activities.