Strategy & Planning

We help organisations clarify direction, assess opportunities and set a practical path forward, with business plans and market studies that lenders, boards and funders can rely on.

What we do

- Business plans for new and growing businesses
- Market & feasibility studies
- Organisational structuring
- Strategic plans and strategic advisory
- Valuations and appraisals support

What you receive

- A lender-, board- or funder-ready business plan
- Financial projections with clear assumptions
- Market and feasibility findings
- A prioritised, phased action plan
- A written report in Word and PDF

What a Bridgepoint business plan covers

01 Executive summary
The opportunity, the ask and the headline numbers.

02 Market & competition
Demand, customers, pricing and competitors in Belize.

03 Operations & organisation
How the business runs, who does what, key systems.

04 Marketing & sales
How you will reach, win and keep customers.

05 Financial projections
Start-up costs, cash flow, profit and loss, break-even.

06 Risks & roadmap
Key risks, mitigation and a phased action plan.

How we run a market & feasibility study

Define
Agree the question, scope and decision to be made.

Research
Gather market, customer and cost evidence in Belize.

Test
Model demand, costs and returns under scenarios.

Advise
Clear findings and a go / no-go recommendation.

Why it matters

A well-researched plan turns an idea into a decision: it shows what the opportunity is worth, what it needs, and how it will be delivered.

INDICATIVE FEE

Business plans, per engagement
BZ$2,000 – 7,000

Market & feasibility studies, per engagement
BZ$10,000 – 25,000

Final fee confirmed in a written proposal.