



BUSINESS PLAN TEMPLATE & GUIDELINE

MSF is suggesting Subud groups to consider having a rental business using their Subud houses for long term sustainability, if legal in their area.

This tool will guide applicants through the basic items that need to be addressed in order to have a strong business plan. It will allow applicants to understand what is needed to generate resources to maintain the house, and it will also allow trustees to understand what kind of business or centerprise the group will be operating and managing in the new or renovated building.

First, you will find the **Business Plan Template** that you may use as a separate document, answer the questions and then upload it in the **MSF GRANT APPLICATION FORM**. You will also find in this document a **Business Plan Guideline** to help you answer the questions. The template has 6 brief sections that can be completed in any order:

- I. Subud Group Name and Project Summary
- II. Current status
- III. Marketing & Sales
- IV. Member Operational Support
- V. Long Term sustainability
- VI. Governance & Legal

BUSINESS PLAN TEMPLATE

Please provide all needed information regarding the business plan aspects of the project. You may use this template as a separate document, answer the questions and then upload it in the **Supported Documentation** section of the **MSF GRANT APPLICATION FORM**.

I. Subud Group Name and Project Summary

- Subud Group Name:
- Summary:

II. Current status

- Do you currently operate a rental business in your center? For how many years?
- What kind of business are you starting, or do you currently have? (please check all that apply)
- Do you have equipment to host events?
- Do you have clear signage on your building to let clients know who you are?
- Please briefly describe where your building is located.

III. Marketing & Sales

- Have you researched rental rates in your area to establish a rental price?
- Have you researched other rental options in your area to understand what you are competing with?
- Do you have any of the following advertising tools?
- Have you accessed SubudSpaces site on slack.com to learn good management and marketing techniques from other Subud centers?
- Have you branded your building with a name? (e.g.: Amadeus center, Amani Center, etc.). What is that name?

IV. Member Operational Support

- Do you have a manager to operate these rentals and advertise the service?
- Do the local Subud members support this business to be run in the building?
- Does your committee feel strong enough to handle a rental business?
- Do you have an accountant for financial reports?
- Do you have a cleaning and maintenance crew to insure ongoing maintenance of the building?
- Do you have a person or company for minor repairs or quick fixes?

V. Long Term sustainability

- Do you have a maintenance fund?
- Please describe how much is in your fund, how much you add yearly and if you have it in the bank generating interests.
- Do you have a person to work with quotes from contractors for repairs?

VI. Governance & Legal

- Can you legally rent your space in your region or country?
- Do you have necessary business licenses and/or permits to do a local business?
- Does your insurance allow you to rent the premises?
- Is your business owned by a separate profit-making corporation?
- Is your business managed primarily by the local committee?
- Is your business managed by a non-Subud management company?
- Where will the net income from the business be used? (please check all that apply)

BUSINESS PLAN GUIDELINE

I. Subud Group Name and Project Summary

Subud Group Name	Include group name and country, as well as the contact person for any questions that may come up, with the respective email.
Summary	Write a short summary of your business idea. Ideally describe what has been done so far in the group to generate funds to maintain the property or to fund the purchase of a new house, and a general idea of what the new business idea is about.

II. Current status

Do you currently operate a rental business in your center? For how many years?	If you already have some business operating, please give details of how it works and what challenges you have had.
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What kind of business are you starting, or do you currently have? (please check all that apply)	It can be any kind of business that generates funds to maintain the house. The most common are rental of office, storage or parking spaces, rooms destined to receive Airbnb guests, halls used for events such as weddings or conferences, kitchen rental for catering services, among others.
Do you have parking space for events and guests? Please specify how many.	Parking options help make rentals easier. If the house doesn't have parking spaces, see if there are any options such as nearby parking buildings or free parking options at cheap taxi ride distance.
Do you have equipment to host events?	Events usually need some equipment that can be provided as part of the rental price or rented separately. This equipment could include audiovisual support, tables, chairs, table linen, cutlery or lighting, depending on what kind of events you will be hosting.
Do you have clear signage on your building to let clients know who you are?	Signage of who you are helps attract new rental clients and reinforces the seriousness and reliability of the business.
Please briefly describe where your building is located	Describe the location where the building is considering opportunities for growth of your business. This means considering if it is a touristic area or if touristic spots can be reached easily, if it has access to public transportation, if there are restaurants close by, etc.

III. Marketing and Sales

Have you researched rental rates in your area to establish a rental price?	Researching rental rates can help to define a competitive price, and to evaluate how much profit this will bring. In some cases, rental rates close by are low and no profit would be obtained, which means there is an opportunity to offer a higher priced rent with extra services that competitors do not provide.
Have you researched other rental options in your area to understand what you are competing with?	Price is as important as product, which means that what you will offer should be similar or better than what is currently being offered in the market.
Do you have any of the following advertising tools?	Some Subud houses advertise their rentals through their own website, however there are free/cheap options through social media (Facebook, Instagram, Airbnb), or through brochures in case most of your clients do not use

	social media.
Have you accessed SubudSpaces site on slack.com to learn good management and marketing techniques from other Subud centers?	Subudspaces have been created by Subud members that have experience in renting or generating funds for house maintenance. They have put together all information to guide you through the process. Request access through this website https://subudspaces.slack.com/
Have you branded your building with a name? (e.g.: Amadeus center, Amani Center, etc.). What is that name?	It is easier to advertise the house or space if it has a name. Choosing the name is a great activity for the Subud group, and even better if some Subud member can create a logo.

IV. Member Operational Support

Do you have a manager to operate these rentals and advertise the service?	Rentals can be very time consuming, so it is necessary to have someone in charge to coordinate and to be the point of contact for clients. If you are just starting, the manager can be someone volunteering from the group. With time (and income), a full time manager can be hired. In any case, it is important that one person be named in charge of this project
Do the local Subud members support this business to be run in the building?	Starting a business in a Subud house needs support from the local group in order to be successful, because the premises where Latihan is usually held will be used by others, and this can sometimes bring conflict. Make sure you have spoken with your local group committee, in order to inform all details of what you wish to do, so that they can vote on it in the next group assembly.
Does your committee feel strong enough to handle a rental business?	If the committee doesn't feel strong enough to handle a business, consider having a special rental committee or a leader to manage the rentals.
Do you have an accountant for financial reports?	Financial reports are necessary not only to follow up on tax regulations, but also to understand how the business is doing and where there is space for improvement, and they need to be done by someone with the proper training.

Do you have a cleaning and maintenance crew to insure ongoing maintenance of the building?	This can be either hired or it can be a group of Subud members that volunteer.
Do you have a person or company for minor repairs or quick fixes?	This can be either hired or it can be a group of Subud members that volunteer.

V. Long term sustainability

Do you have a maintenance fund?	A maintenance fund is an amount of money saved that is used for major repairs such as painting, flooring, electricity, etc. It is recommended that 3 - 5% of the replacement value of the building go into a maintenance fund reserve each year.
Please describe how much is in your fund, how much you add yearly and if you have it in the bank generating interests.	If you don't have a maintenance fund yet, describe how major repairs have been funded in the past.
Do you have a person to work with quotes from contractors for repairs?	This person can be the manager of the project or someone additional.

VI. Governance & Legal

Can you legally rent your space in your region or country?	In some countries, Subud groups are registered as nonprofit organizations and can only receive donations. Check under what legal figure your group is registered in your country to understand what kind of activities are legal to carry out.
Do you have necessary business licenses and/or permits to do a local business?	Once it is clear that your space can be rented, check if you need special permits to do business, as in most countries profit is taxed.
Does your insurance allow you to rent the premises?	If you do not have insurance, make sure to state this in the form, and think about what would be done in case of an emergency such as a fire or earthquake.
Is your business owned by a separate profit-making	Consider creating a separate profit-making corporation if your Subud house is registered as a nonprofit

corporation?	organization, in order to comply with local tax regulations.
Is your business managed primarily by the local committee?	Will the local committee manage this or will it be a separate person/group of members.
Is your business managed by a non-Subud management company?	There are companies that will manage a business for a fee or percentage of the income, which can be useful if the local committee is not able to dedicate time to this activity.
Where will the net income from the business be used? (please check all that apply)	We hope that your rental business can grow not only to maintain the house for future generations of Subud, but also to contribute to WSA & MSF as a support for International Helper travel, Archives and for funding properties for new Subud groups that need a place where to do Latihan.