

**Business Plan Outline**  
**The International Potato Center (CIP)**  
**CIP-China Center for Asia Pacific (CCCAP)**

1. CIP and CCCAP Organization Description
  - a. CIP international description
  - b. CIP in China description (history 1978 – 2014)
  - c. CCCAP description
2. International Agricultural Research and Development
  - a. Competitors Analysis (Macro)
  - b. Why potatoes? Why sweet potatoes?
3. Country Needs and Opportunities Analysis
  - a. Targeting (each country: China, etc...)
  - b. Draw from 2014 -2019 CIP Strategic and Corporate Plan
4. Strategic Objectives and Partnership Strategy
  - a. Strategic Objectives
  - b. Flagship products
  - c. How we are different from the China Programs on Potatoes and Sweet Potatoes
  - d. How we complement partners
5. CCCAP Communications Plan
  - a. Marketing and Positioning
6. CCCAP Operating – Management Plan
  - a. Location/Sites
  - b. Infrastructure
  - c. Partners/Alliances
  - d. Organization Structure
  - e. Positions/Job Descriptions
  - f. Delegations
  - g. Policies and procedures
  - h. Manuals
7. CCCAP Funding Plan – Resource Mobilization
8. CCCAP Financial Plan
  - a. Cash flow
  - b. Income and Expenses
  - c. Balance Sheet