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Modeling for Microfinance ... This
document sets out guidelines for MFIs on

developing their business plan. The business plan should contain an executive summary that should be restricted to two pages. It should also contain necessary information about: Microfinance industry, the institution and its products; Market research and analysis; Marketing plan; Business Plan Guidelines for Microfinance Institutions ...II. The Microfinance Industry, the Institution and its Products The industry. Current status and prospects. Distinguish between the overall microfinance industry and the status in your country. The institution. The business model and who are or will be its customers. Describe its social mission. The products or services. 1. Description. Business Plan Guidelines for Microfinance Institutions Business

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Business Planning For Microfinance Institutions

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