



NATIONAL LOTTERIES AND GAMING
REGULATORY BOARD
Responsible Gaming

BUSINESS PLAN TEMPLATE

1. COMPANY DETAILS

Company Name	
Trade Name	
License Activity	
Physical Address	

2. COMPANY ANNUAL OBJECTIVE

No	Category	Description	Timeline
1	Business Growth		
2	Financial		
3	Brand Health		
4	Product		
5	CSR-Programs		

3. INVESTMENT PLAN

No	Category	Description		Period of execution	Amount
1	Business Growth				
2	Employment	Employees	Number		
		Current			
		Proposed recruitments			
		National employees			
		Expatriates			

3	Training Plan			
4	Expected Revenue			

4. SWOT ANALYSIS

S/No	Strength	Weakness	Opportunities	Threats
1				
2				

5. RISK ASSESSMENT

S/No	Risk	Definition	Control	Risk Level
1				
2				
3				
4				
5				
6				

6. CSR PLAN

S/No	CSR Activity	Estimated Cost	Location	Contact Person
1				
2				
3				

7. RESPONSIBLE GAMING INITIATIVES

S/No	Initiative	Description	Cost	Timeline
1				
2				
3				