



BUSINESS PLAN TEMPLATE

Business Name:

(Please provide details of owners / members involved)

Name of owner(s):

Address:

Identity Number:

Tel: ()

Cell:

1. INTRODUCTION OF YOUR BUSINESS IDEA

1.1. Give a description of your business idea:

- a) What does your business do?
- b) Where is your business located?
- c) Why did you decide to open this business?
- d) Motivate why you think your business works?
- e) What skills and training is needed to operate this business?

1.2. About yourself:

- a) Information about yourself and your family:
- b) Your age(s):
- c) Born in:
- d) Married / unmarried?
- e) Number of children: Ages:
- f) How many children attend school?

What training, skills and courses have you completed?

Name of place	Years	Course completed

What practical work experience do you have to run this business?

Name of work place	Years	Position filled

What are your personal strengths and abilities? (What are you good at?)

1.3 SWOT Analysis of the business:

- List the strengths of your business:
- List the weaknesses of your business:
- List the opportunities for your business:
- List the threats to your business:

1.4 What are your goals for your business?

1.4.1 Short-term goals (within the next three months):

- How are you going to achieve each goal?

1.4.2 Medium term goals (within the next year):

- How are you going to achieve each goal?

1.4.3 Long-term goals (Within the next 5 years)

- How are you going to achieve each goal?

2. FINANCIAL PLAN:

2.1 Start up Capital

2.1.1 Equipment, Tools or Stock

How much start up capital did you invest for equipment, tools, stock or any combination of the above to start your business?

Equipment, Tools and Stock	Supplier	Amount

2.2 Fixed business Costs

How much do you spend on monthly expenses?

Fixed costs:	Amount
Premises rental	
Salaries	
Transportation	
Telephone	
Advertising and promotion	
Loan repayments	
Insurance	
Electricity/ Water	
Other	
Total:	

2.3 Actual Sales:

- What is the value of your stock in hand?

2.3.1 Sales per week / month (indicate which)

Product	Selling price	Units sold	Total sales
Total income for the week / month:			

2.4 Monthly income statement:

Income	Cash in	Expenses	Cash out
Cash sales		Fixed costs	
Credit sales		Variable costs	
Total income		Total expenses	
Profit / loss			

2.5 Breakeven Analysis:

- How much do you need to sell to be able to pay all your payables at the end of each month?

2.6 Venture Fund Loan:

- What loan amount are you applying for?
- What will the loan be used for?

*Attach the relevant price quotations / documents.

2.6.1 Loan Repayment Schedule – How much can you afford to repay towards the loan?

- How long will it take to repay the loan?

3. THE MARKETING PLAN

3.1 Your Target Market:

3.1.1 Individuals:

- a) Who are your customers?
- b) What age group? From yrs to yrs old.
- c) What is the average income of your target market?
- d) What areas are you targeting?
- e) When do they buy mostly and why? (Seasonal, days, weekends, month ends etc)

3.2 Market Research:

3.2.1 Product / Service Research

- a) What research did you do to test your products / service before starting your business?

3.2.2 Competitor Research

- a) Who is your competition?
- b) What products / services do they offer and what are their prices?
- c) What are the strengths of your competitor's business?
- d) What are their weaknesses?

3.2.3 Supplier Research:

- Where do you purchase your trading stock? Provide details:

3.3 Product / service Price:

- How does your product / service price make your product / service more marketable?

3.4 Product / service Promotion:

- How do you promote your product / service?
- Who will promote your business to your customers?

3.5 Place:

- What premises do you use to sell your product / service?
- What infrastructure have you provided to sell your product / service?

3.6 Product / service Distribution:

- How does your product / service reach your market?
- Why is this best way to distribute your product / service?

3.7 Marketing Budget:

- How much does it cost you to market your business, please explain?

4. ORGANISATIONAL MANAGEMENT:

4.1 Business Structure:

- Sole proprietor / partnership / closed corporation (c.c.)?

4.2 Human Resource Management:

- What positions have you created in your business?

4.3 Administration

- What administrative records will you keep in your business, (please tick)?

- Receipt book†
- Invoice book†
- Sales record†
- Stock control†
- Cash book†
- Debtor's book†
- Appointment book†

4.4 Conclusion:

- What is the overall goal (mission) for your Business?