SEDCO-CAPACITY DEVELOPMENT AND SECTOR SUPPORT DEPARTMENT

Business Plan Questionnaire

Name(s) and Surname :

1. <u>DETAILS OF BUSINESS OWNER(S) OR KEY PERSONNEL:</u>

Date of birth	·
Marital status	·
Place of birth	:
Identity No	·
Graded tax No	
Physical Address	·
Postal address	·
Contact Telephone	·
Level of education	·
Tertiary qualifications	·
Institution	:
Present employer	:
Position held	•
Work experience (State	e the name of organizations worked for, period of
Work experience (State	e the name of organizations worked for, period of
employment and position	
•••••	
•••••	
Previous/existing busin	ness undertakings:
_	when they were started and where they are/were located):
	,
Personal referees:	
Personal referees: (State name, postal addre	ess and contact telephone of referees)
	-
(State name, postal addre	-
(State name, postal addre	
(State name, postal address)	

- A. If the business will be owned by 2 or more partners or directors each active partner must fill in his or her personal details as shown above
- B. If the business will be owned by a Cooperative the personal particulars of the Chairperson or any other key person in the Association must be provided as shown above. Alternatively the personal particulars of the candidate Project Manager must be provided. The details of the Cooperative must also be provided as follows:

 Name of the Cooperative

Name of the	Cooperative	
When the C	ooperative was formed	1 :
Is the Coop	erative registered	:
When the C	ooperative on was regi	stered :
Area where	the Cooperative is bas	ed :
Physical Ac	ldress	:
Postal Addr	ress	:
Contact tele	-	:
Number of	members	:
Executive C	Committee members	:
	Chairperson	·
	Vice Chairperson	:
	Treasurer	:
	Secretary	:
	Vice Secretary	·
	Member	:
	Member	:
Business background: Business Profile Name of Company	:	
Registration Date	:	
Director	:	
Company No.	:	
Company ID No.	:	
Business bankers	:	
Postal Address	:	
Mobile Tel	:	
E-mail	:	

Trading lices	ise :
	e :
•	our choice of this business based on? think this business would be successful and profitable over the next 5 years?
•••••	
Describe the	main objectives: main objectives of the business (with regards to profitability, growth,
•	y, competitiveness, personal welfare of project promoters etc.)
i. ii. iii. iv. v. vi. vii.	
Who	Proposed management arrangement: will manage the business?
Will	he/she attend to the business full time?
	reasons why you think he will be suitable for this responsibility? Refer to ation, relevant experience, special skills or talents?
•••••	
•••••	
•••••	
•••••	
•••••	

a list of your product	s/services and the res	pective unit costs	and prices:
Description	Unit costs	Unit prices	Competitors prices

	expand your products or services in the near future? Elaborate			
Costing How will you o	Costing and pricing: ill you calculate the cost of your products or services?			
	verage mark-up on cost of sales/total cost:%			
	ET ANALYSIS: expected overall market in terms of: What specific needs are your products/services intended to satisfy?			
	Who are the likely customers of your products/services? Are you going to serve individuals, households, companies, government etc. If your business will be serving individuals or households how best can they be described in terms of income, age, education, social class/ status etc. Also state where are they and how they will be reached?			
	lealing with companies or other forms of organizations state how many they are and if you have orders already or letters to confirm their intention to oduct/service.			

Name of company and location of company	Monetary value o orders/month

Monthly sales estimates per item: Fill in the following table.....

Item Description	No. of items to be sold per month	Sales value per month
TOTAL		

Competitors:

Your business' strengths

.....

Give the names of at least 3 close-by potential competitors?

Name and location of competitor	Products/services being offered

Your business' weaknesses

.....

In your view what are your strengths and weaknesses of your business-a vis those of your competitors? Fill in the following:

- 1		1		l
	•			
	your business seasonal or cyclicall reach its highs and lows and w		e? If seasonal explain when the bu	isiness
•••		• • • • • • • • • • •		• • • • • • •
•••				
•••		• • • • • • • • • • •		• • • • • • • •
• • •		• • • • • • • • • • • • • • • • • • • •		•••••
• • •				

5. MARKETING STRATEGY:

What will your marketing str	ategy be like in terms of:
a.	The product/ service itself:
b.	Your pricing:
c.	How will you promote or advertise you products and
	what are the costs associated with the same? Refer to the
	note below.
d.	How will you distribute your products?

If an own car will be used state its name, model and estimated value

NB. For the promoti	ional strategy indicate:
- How w	vill you promote your products/services?
- Which	media will be used to convey messages?
	and how frequent will you promote your products?
- What c	costs will be involved in promoting your products?
	ON /OPERATIONS PLANS
a. Location: i.	Where will the business be located and why?
ii.	What is the required floor space of premises in square metres?
iii.	If premises will be leased what will be term of the lease?
111.	in premises will be leased what will be term of the lease.
iv.	What is the rental charge?
b. Production rec	vuiromonts:
· · · · · · · · · · · · · · · · · · ·	Indicate the equipment, machinery and furniture required to initially set
1,	up the project on the table below. Also indicate the intended additions
	over a period of 5 years and state when they will be made?
	over a period of 5 years and state when they will be made:
DECCDIDE	ION Initial cost Voca of Expected life

.....

DESCRIPTION	Initial cost	Year of	Expected life
		purchase	span
TOTAL			

ii.	How often do you plan to maintain or service your equipment/machinery? Indicate where maintenance/repairs will be done and the costs that will be involved?
iii.	What insurance arrangements will you have in place? What will be your monthly premium in this regard?

c. Suppliers:What raw materials or stocks will be required by the business and who and where are your suppliers of the such stocks? Attach suppliers price list.

Name and location of supplier	Description of supplies/stocks	Frequency per month	Estimated cost per month
	•	•	•
TOTAL			
TOTAL			

What terms of	payment are being	g offered?	
•••••			•••••

How v	will you transpo	rt your stocks? At what cost?	
MANPOWE i.		IENTS/STAFFING: aployees will your business require?	
ii.	Give a brief de salaries:	escription of the required employees' j	job descriptions a
Job	Title Title	Job description	Salary/wage/ month
Job	Title	Job description	•
Job	Title	Job description	•
Job	Title	Job description	•
Job	Title	Job description	•

TOTAL

8. FINANCIAL PLANS:i. How much capital is required to start-up the business and how will the money be funded? Fill in the following:

Requirements	Total cost	Sources of Funds		
		Own	Borrowings	Other
TOTAL				

ii.	•	ill need loan funding state: The name of the Fund/Financier
	b.	The size of the loan and when the loan will be introduced:
	c.	The proposed repayment period:
	d.	The interest rate to be charged:
	e.	The security requirements and arrangement
iii.	Expected fina	ancial performance:
	a.	What is your expected average monthly income? Is it expected to grow over the next 5 years? By how much per annum

b. What is your expected average monthly expenditure? Fill in the following table:

Expenditure description	E' 00
Stocks/ raw material	
Salaries/ wages	
Rent	
Transport/ fuel	
Traveling expenses	
Advertising and promotions	
Repairs and maintenance	
Telephone	
Electricity	
Stationery	
Licensing fees	
Professional services	
Bank charges	
Other 1 (Explain)	
Other 2 (Explain)	
Other 3 (Explain)	·
Other 4 (Explain)	·
Other 5 (Explain)	
TOTAL	

What is you	expected average monthly profit?	
•••••		•

NB. The business plan write up is to be accompanied by a 5-year projected cash flow statement and/or pro-forma income statements and balance sheets.

c.