

**SEDCO-CAPACITY DEVELOPMENT AND SECTOR SUPPORT DEPARTMENT**

**Business Plan Questionnaire**

**1. DETAILS OF BUSINESS OWNER(S) OR KEY PERSONNEL:**

Name(s) and Surname : .....  
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 the name of organizations worked for, period of employment and positions held):

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**Previous/existing business undertakings:**

(State name of business, when they were started and where they are/were located):

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**Personal referees:**

(State name, postal address and contact telephone of referees)

i. ....  
.....  
.....

ii. ....  
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**NB.**

- 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 :.....  
When the Cooperative was formed :.....  
Is the Cooperative registered :.....  
When the Cooperative on was registered :.....  
Area where the Cooperative is based :.....  
Physical Address :.....  
Postal Address :.....  
Contact telephone :.....  
Number of members :.....

Executive Committee members :  
    Chairperson :.....  
    Vice Chairperson :.....  
    Treasurer :.....  
    Secretary :.....  
    Vice Secretary :.....  
    Member :.....  
    Member :.....

**2. BUSINESS INFORMATION:**

**Business background:**

**Business Profile**

Name of Company :.....  
Registration Date :.....  
Director :.....  
Company No. :.....  
Company ID No. :.....  
Business bankers :.....  
Postal Address :.....  
Mobile Tel :.....  
E-mail :.....

Trading license : .....

License Type : .....

**Business idea/ Purpose:**

What line of business will you be involved in?

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What was your choice of this business based on?

Why do you think this business would be successful and profitable over the next 5 years?

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**Primary objectives:**

Describe the main objectives of the business (with regards to profitability, growth, sustainability, competitiveness, personal welfare of project promoters etc.)

- i. ....
- ii. ....
- iii. ....
- iv. ....
- v. ....
- vi. ....
- vii. ....

**Proposed management arrangement:**

Who will manage the business?

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.....

Will he/she attend to the business full time?

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Give reasons why you think he will be suitable for this responsibility? Refer to education, relevant experience, special skills or talents?

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Do you plan to expand your products or services in the near future? Elaborate

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**Costing and pricing:**

How will you calculate the cost of your products or services?

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.....

What is your average mark-up on cost of sales/total cost: .....%

**4. MARKET ANALYSIS:**

Describe your expected overall market in terms of:

What specific needs are your products/services intended to satisfy?

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Who are the likely customers of your products/services? Are you going to serve individuals, households, companies, government etc.

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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?

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If you will be dealing with companies or other forms of organizations state how many they are, where they are and if you have orders already or letters to confirm their intention to utilise your product/service.

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**5. MARKETING STRATEGY:**

What will your marketing strategy be like in terms of:

a. The product/ service itself:

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b. Your pricing:

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c. How will you promote or advertise you products and what are the costs associated with the same? Refer to the note below.

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d. How will you distribute your products?

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



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**NB. For the promotional strategy indicate:**

- How will you promote your products/services?
- Which media will be used to convey messages?
- When and how frequent will you promote your products?
- What costs will be involved in promoting your products?

**6. PRODUCTION /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?  
 .....  
 .....
- iv. What is the rental charge?  
 .....

**b. Production requirements:**

- i. Indicate the equipment, machinery and furniture required to initially set 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?

DESCRIPTION	Initial cost	Year of purchase	Expected life span
<b>TOTAL</b>			



If credit will be available state the credit term and limit?

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.....

How will you transport your stocks? At what cost?

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**7. MANPOWER REQUIREMENTS/STAFFING:**

i. How many employees will your business require?

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.....  
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ii. Give a brief description of the required employees' job descriptions and salaries:

<b>Job Title</b>	<b>Job description</b>	<b>Salary/wage/ month</b>
<b>TOTAL</b>		



- 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)	
<b>TOTAL</b>	

- c. What is your expected average monthly profit?  
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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.