

## BUSINESS PLAN



## UBUHLEBEZWE MUNICIPALITY

**Project  
Name**

**Business Plan Summary**

<b>Name of owners</b>	
<b>Business name</b>	
<b>Nature of business</b>	
<b>Location</b>	
<b>Address</b>	
<b>Telephone</b>	
<b>Fax</b>	
<b>E - mail</b>	
<b>Legal status</b>	
<b><u>Financial status</u></b>	
<b>TOTAL PROJECT COSTS</b>	R _____.
<b>OWNER'S CONTRIBUTION</b>	R _____.
<b>AMOUNT REQUESTED</b>	R _____.

**PROJECT SUMMARY**

A large rectangular area containing horizontal dashed lines, intended for writing the project summary.

**MARKETING PLAN**

**PRODUCTION PLAN**

**ORGANISATION & MANAGEMENT**

**FINANCIAL PLAN**



**1.2 COMPETITIVE ANALYSIS OF PRODUCTS/SERVICES**

FEATURES	OWN BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Product quality				
Price/s				
Delivery time				
.....				
.....				
.....				

**RATING:**      5 – outstanding  
                     4 – very good  
                     3 - satisfactory  
                     2 - fair  
                     1 - poor

**1.3 LOCATION & AREA**

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**Location and area of operation**


**1.4 MAIN CUSTOMERS**

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MAIN CUSTOMERS	CHARACTERISTICS	HOW TO MEET THIER NEEDS



**1.5 COMPARISON OF SELLING PRICE**

PRODUCT/S	OWN PRICE	COMPETITOR'S	PRICE _____.
		LOWEST	HIGHEST

1.6 SALES FORECAST

PRODUCT I

MONTH	SALES IN VOLUME (units)	TURNOVER (rand)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
<b>TOTAL</b>		

1.6 SALES FORECAST (cont.)

PRODUCT II

MONTH	SALES IN VOLUME (units)	TURNOVER (rand)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
<b>TOTAL</b>		

1.6 SALES FORECAST (cont.)

PRODUCT III

MONTH	SALES IN VOLUME (units)	TURNOVER (rand)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
<b>TOTAL</b>		

1.6 SALES FORECAST (cont.)

SUMMARY OF PROJECTED TURNOVER

Products	Turnover (rand)
1.	
2.	
3.	
4.	
5.	
<b>Total</b>	

## 1.7 PROMOTIONAL MEASURES

Promotional measures applied by competitors	Own promotional measures

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2.1 OUTLINE IMPLEMENTATION PLAN

Activities	Time (month)										Resources
	1	2	3	4	5	6	7	8	9	10	









2.5 OVERHEAD COSTS

Details	Costs in Rands
Rent	
Insurance	
Stationary	
Electricity / water	
Telephone / fax	
Owners salary	
Interest on loan/funding	
Depreciation	
*	
*	
*	
*	
*	
*	
*	
*	
*	
*	
*	
*	
*	
<b>TOTAL</b>	

2.6 PRODUCTION COSTS / COST PRICE

Products	Projected production volume	Material costs	Labour costs	Overheads costs	Total cost per product

**2.7 SELLING PRICE**

$$\begin{array}{rclclcl}
 \boxed{\text{MATERIAL}} & + & \boxed{\text{LABOUR}} & + & \boxed{\text{OVERHEADS}} & = & \boxed{\text{TOTAL COSTS}} \\
 & & & & & + & \boxed{\text{MARK UP}} \\
 & & & & & = & \boxed{\text{SELLING PRICE}}
 \end{array}$$

PRODUCTS	TOTAL COSTS (see 2.6)	MARK UP %	SALE PRICE
I			
II			
III			
IV			
V			

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**3.1 LEGAL FORM OF BUSINESS**

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Which is the best legal form for the business?

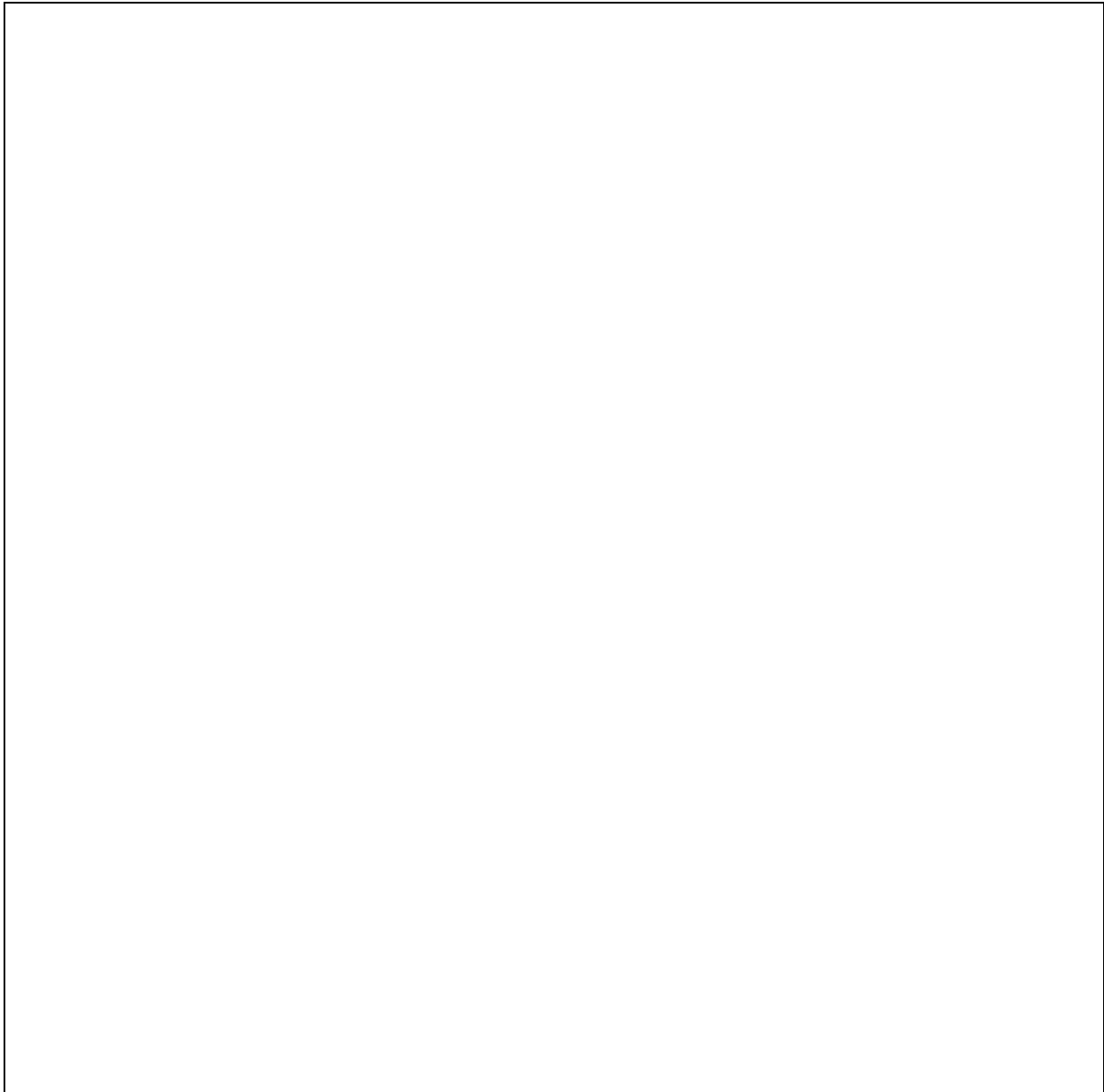
It is recommended that you register your business. Small businesses can be registered as a “Sole Proprietor”, “Close Corporation”, “Partnership”, etc. It is up to the project owner/s to decide about the legal form which suits the business best.




### 3.2 ORGANIZATIONAL STRUCTURE

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The organizational structure refers to the position of the employees and management in an enterprise. Please outline the organizational structure of your project.



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**4.1 PRE – OPERATING EXPENSES**

Pre-operating expenses are incurred before the business starts the process of delivery. Examples are the registration of the business, advertising, training, etc.

Please outline the pre-operating expenses for your project:

Expense items	Amount
Registration of the business	
Advertising	
Consultants	
Renovation of premises	
.....	
.....	
.....	
.....	
.....	
.....	
.....	
.....	
.....	
<b>Total pre-operating costs</b>	

**4.2 OWNERS CONTRIBUTION**

<b>Form of owners contribution</b>	<b>Estimated value in Rands</b>
Cash	
Stock	
Tools/equipment	
Others	
<b>Total owners contribution</b>	

**4.4 CASHFLOW STATEMENT**

MONTHLY CASHFLOW STATEMENT								
MONTHS								
	PARTICULARS	PRE-OPERATING	1	2	3	4	5	6
	<b>CASH INFLOW</b>							
1	Balance at beginning of month							
2	Cash Sales							
3	Cash from Debtors(credit sale)							
4	Other income/Loan							
	<b>TOTAL CASH INFLOW</b>							
	<b>CASH OUTFLOW</b>							
5	Assets							
6	Raw material							
7	Labour							
	<b>OVERHEADS</b>							
8	Owners salary							
9	Other salary/wages							
10	Rent							
11	Telephone / fax							
12	Water /electricity							
13	Advertising							
14	Bank charges							
15	Insurance							
16	Maintenance & repairs							
17	Stationary							
18	Transport							
19	Interest on Loan							
20	Loan repayments							
	<b>TOTAL CASH OUTFLOW</b>							
	<b>ENDING BALANCE</b>							

**5. FUNDING REQUIREMENTS (Please kindly state what you are asking to be funded with, be clear and if possible attach quotations).**

Description of Item	Quantity	Unit Price	TOTAL
<b>Total</b>			