



CENTRE FOR ENTREPRENEURSHIP

RAPID INCUBATOR

BUSINESS PLAN TEMPLATE

[NB: This business plan template is to be used as a guide to compile your own unique plan, taking into consideration all elements explained]

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1. COMPANY INFORMATION

Business name (as per registration)			
Trading name			
Industry sector (SIC Code)			
CIPC registration number (attach CIPC documents and up-to-date annual returns)			
Income tax number		VAT number	
Tax Clearance Certificate (expiry date)			
UIF Reference		BEE status (level)	
Physical address (attach proof of address)			
Postal address			
Social Media Platforms	Website:	Twitter:	
	Facebook:	Instagram:	

CONTACT PERSON(S)

Full Names	
Position in the business	
Telephone (Landline)	
Cellphone number	
Email address	

SHAREHOLDERS' INFORMATION
(to be captured for each shareholder)

Full names				
Number of years in business				
Net asset value as per personal balance sheet (total assets less liabilities)				
Disposable income as per personal income statement (total income less expenses)				
Qualification(s)				
Relevant experience in the business and industry				
Designation in the business				
Credit bureau record				
Percentage shareholding				
Marital status				

Gender				
Age				
Race				
Identity number				
Physical address				
Disability (if any)				
Investment in the business (amount)				
<p>Company history (main achievements to date)</p> <p>- Start-up: not applicable -</p> <p>Acquisitions: existing clientele to be defined by market, trading terms (cash/ credit clients), major & minor clients</p> <p>(i.e. contribution to revenue to define concentration risk) -</p> <p>Expansions: in addition to the abovementioned (under acquisitions):</p> <ul style="list-style-type: none"> • The expansion plan should be detailed • Where the new sources of revenue are expected • How far along in securing these the company is 				

Name(s) of previous projects successfully completed (if applicable)	
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Health and safety requirements (if applicable)	
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Compliance with environmental laws (if applicable) - e.g. EIAs	
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Company's credit bureau rating & listings	
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Deed search results	
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Related companies / parties (if any)	
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BANKING INFORMATION

Name of Bank	Bank 1	Bank 2	Bank 3	Bank 4
Account Type				
Facility				
Security offered (if any)				

2. BUSINESS ENVIRONMENT

1) Target customers and market dynamics

- 1.1. Customer Group 1: _____ (description of customer group)
- 1.1.1. Needs – What needs of this group will the business address?
- 1.1.2. Products answering to needs – What specific products/services will answer in the needs mentioned above.
- 1.2. Customer Group 2: _____ (description of customer group)
- 1.2.1. Needs – What needs of this group will the business address?
- 1.2.2. Products answering to needs – What specific products/services will answer in the needs mentioned above.
- 1.3. Customer Group 3: _____ (description of customer group)
- 1.3.1. Needs – What needs of this group will the business address?
- 1.3.2. Products answering to needs – What specific products/services will answer in the needs mentioned above.

2) Competitors

2.1. Main competitors

List the business's three main competitors, give a background and description of each and describe how they are doing

2.2. Competitor Grid

Complete the following grid for at least five competitors. If there are not five direct competitors, include suppliers of alternative products and indirect competitors.

	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Name					
Estimated market share					
How do the competitors' products compare to that of the business in terms of:					
Quality					
Available range					
Price					

Value for money					
Warranties and guarantees					
How do the competitors' services compare to that of the business in terms of:					
Area covered					
Technical expertise					
After-sales service					

3) State of the economy

How is the economy of the area in which the business will operate doing?

4) Barriers to entry

How easy is it to get into this market? What is keeping other entrepreneurs from starting a similar business?

5) Social and Political trends

What social and/or political trends will have an impact on the business, its profitability and eventual success?

6) Technology Trends

What technological developments will influence the business?

7) Legal Environment

What legislation are/will be applicable to the business?

3. INTERNAL ANALYSIS

i. Products/services

What specific products/services will the business provide to its customers? What peripheral products or services will be provided? What complimentary products/services will be provided? How does the business plan to expand its products/services in the future?

i. Distribution channels

How will the business's products/services reach its target market? How will this change in the future?

ii. Pricing

How will the business determine the pricing of its products/services? What will its pricing strategy be? Why?

iii. Promotion

How will the business market its products/services? Why will these marketing efforts reach the target markets?

iv. Sales and entry strategy

What does the projected sales look like for the first three years? On what are these projections based? How seasonal are the sales expected to be? How does the business plan to reach these sales figures?

v. Company Structure

How many permanent and/or part-time employees does/will the company employ? Can an increase in employees be expected due to the developments post-funding? How does the company structure look (Organogram if applicable)?

vi. Management team and key employees

Who are/will be the management team and the key employees that can determine the success of the business be? What are their backgrounds (qualifications, experience, etc.)?

vii. Compliance

Will/Does the company comply with the applicable SARS regulations, labour legislation and municipal by-laws? Does/How will the company comply with the occupational health and safety regulations, environmental regulations and other legislation and/or regulations applicable to the industry?

4. BUSINESS STRATEGIES AND TACTICS

1) Key actions planned for the next twelve months

What specific products/services will the business provide to its customers? What peripheral products or services will be provided? What complimentary products/services will be provided? How does the business plan to expand its products/services in the future?

1.1 Action 1: _____

Cost: _____

Person responsible: _____

Expected commencing date: _____

Expected completion date: _____

1.2 Action 2: _____

Cost: _____

Person responsible: _____

Expected commencing date: _____

Expected completion date: _____

1.3 Action 3: _____

Cost: _____

Person responsible: _____

Expected commencing date: _____

Expected completion date: _____

1.4 Action 4: _____

Cost: _____

Person responsible: _____

Expected commencing date: _____

Expected completion date: _____

1.5 Action 5: _____

Cost: _____

Person responsible: _____

Expected commencing date: _____

Expected completion date: _____

3) Competitive advantage

The chart below shows the timeframes for the action steps identified above:

3.1. Competitive value proposition

Refer to the competitor grid above. How will the company's value proposition stand out from the rest?
Why?

3.2 Market leading strategies

Formulate the strategies that will ensure the competitive advantage as stated above.

5. MARKETING PLAN

1) Branding

Describe the company's brand proposition and what message it would like to convey with its brand.

2) Marketing

How will the business be marketed and what are the expected costs involved. What message will be conveyed and what strategy will be followed for each medium utilised?

6. BUSINESS RISK

The following risks have been identified as inherent to the company and the business opportunity:

1) Risk 1: _____

Likelihood of occurrence: _____
Impact on business if it should occur: _____
Action steps to avoid or mitigate the impact: _____

2) Risk 2: _____
Likelihood of occurrence: _____
Impact on business if it should occur: _____
Action steps to avoid or mitigate the impact: _____

3) Risk 3: _____
Likelihood of occurrence: _____
Impact on business if it should occur: _____
Action steps to avoid or mitigate the impact: _____

4) Risk 4: _____
Likelihood of occurrence: _____
Impact on business if it should occur: _____
Action steps to avoid or mitigate the impact: _____

5) Risk 5: _____
Likelihood of occurrence: _____
Impact on business if it should occur: _____
Action steps to avoid or mitigate the impact: _____

7. SWOT ANALYSIS

From the discussions above the following SWOT-Analysis have been developed:

Strengths	Weaknesses
Opportunities	Threats

8. FINANCIAL INFORMATION

Attach financial statements.

financial analysis based on the projected financial statements as attached.

- 1.1. Funding Requirements
- 1.2. Use of funding if secured
- 1.3. Sales and Breakeven sales
- 1.4. Business valuation

9. MOTIVATION AND CONCLUSION

Motivate why you are to be approved of the required funding and highlight the impact the funding will have.