

## FIVE COURSE MEAL

### CRAFTING A COMPLETE AND STRUCTURED PLAN FOR YOUR BUSINESS JOURNEY

**Purpose:** A Structured Approach to Developing Your Business Strategy

#### Key Components

This business plan template is designed to help entrepreneurs:

- Articulate a clear business concept
- Analyze market opportunities
- Develop a strategic operational plan
- Create detailed financial projections
- Establish a framework for business success

#### Instructions:

- Complete each section thoughtfully and thoroughly
- Attach all required supporting documents
- Seek guidance from the Entrepreneurship Training Course if needed

**Disclaimer:** This template is a living document. Your business plan should evolve as your understanding of your business and market deepens.

#### Recommended Preparation

Before completing this template, we recommend:

- Attending the full Entrepreneurship Training Course
- Conducting thorough market research
- Consulting with business mentors or advisors
- Gathering all relevant financial and operational documentation

## PERSONAL DETAILS

Name	
Surname	
Gender	
Age	
ID Number	
Cellphone No	
Home No.	
Email-address	
Home Address	
Marital Status	<input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed
No. Dependents	
Dependent's First Name, Age and Relationship and their occupation	
Reference's Name Address & Contact Details	

## EXECUTIVE SUMMARY

Business name	
Business goals	
Target customers	
Competitive advantages	
Business location and opening date	
Mission statement	
Products or services	
Business structure	
Financial Projections	
Funding Required	
Elevator Pitch	



## 1. Business Idea and Opportunity

Describe your Business Idea in full:

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Explain how this idea is different from others, i.e., what is creative about your business idea?

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Describe in detail the opportunity you have identified in the market for your business idea

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## 2. Operational Plan

### 2.1 Location

<b>Physical address of your business</b>

<b>Why have you chosen this location?</b>



## 2.2 Bird's Eye View

Complete the macro view (map) of your business and include street names. Mark and colour code your competitors, distance from supplier, size of the market.

Competitors	
Schools	
Mark you location with X	
Bus stops	
Taxi ranks	
Government Institutions	
Places of worship	
Size of market	

### 2.3 Site Evaluation

	Any Business	Comment
1.	Type of neighbourhood; industrial, commercial, residential, mixed?	
2.	What is the history of the area and what developments are in the planning stage?	
3.	How many households are established in the area and involving a drive of 30 minutes or less?	
4.	What income groups do residents fall into?	
5.	How far are your suppliers?	
6.	Is there place to store your goods when you go home?	
<b>The Actual Site</b>		
7.	Do a lot of people walk pass your business?	
8.	What are the parking facilities like, are they adequate and are they secure and are they affordable?	
9.	Is the site suitable for the business you are planning to do?	
10.	Is the total rental in keeping with going rates for comparable premises elsewhere?	
11.	Is the lease agreement fair?	
<b>If the site is in a shopping centre</b>		
12.	Is the availability of parking assured?	
13.	Is it easy for your customers to reach your business?	
14.	What are the official opening hours prescribed by the centre?	
15.	Who are the centre's anchor tenants, do they appear to be satisfied with the amount of business they do and are they likely to renew their leases on expiry?	
<b>Retail Stores</b>		
16.	Do these facilities attract people with the correct customer profile?	
17.	Does your competitor's business appear to be doing well?	
18.	What is the visibility of the location like?	



<b>Service Business</b>		
19.	Is the operation of the business likely to infringe against zoning restrictions	
20.	Are all the required utilities available (3-phase power, telephone lines, etc.)	
21.	Should business operations cause noise and / or pollution problems, how are neighbours likely to react	

#### 2.4 Owner's Skill

<b>Include a description of the skills and experience of the Entrepreneurs</b>		
<b>Skill or Experience or Job Description</b>	<b>Year</b>	<b>Organization</b>

Attach a copy of each Entrepreneurs' CV to the Business Plan and please attach under a additional appendix

#### 2.5 Suppliers Details

<b>Provide the details of your suppliers, their name, contact details and contact persons</b>		
<b>Contact Details</b>	<b>Contact Person</b>	<b>Distance from you</b>

#### 2.6 Legal Issues

<b>Are there any legal issues that affect your Business – if so list them and attach them with your business plan</b>	<b>Applicable or not Yes / No</b>	<b>Attached a copy thereof</b>
<b>Zoning Restrictions</b>		
<b>Contracts</b>		
<b>Partnership Agreement</b>		
<b>SLA</b>		
<b>Non Disclosure Agreement</b>		
<b>Health Certificate</b>		
<b>Registration</b>		
<b>Wakers Licence</b>		



### 3. Marketing Plan

#### 3.1 Competitors Analysis

Heading	You	Competitor 1	Competitor 2
Products/Services	Price	Price	Price
Quality of product			
Trading hours			
Customer service			
Presentation			
Years in existence			

#### 3.2 What differentiates your product or service from your competitors?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### 3.3 Are there any substitute products or services for those that you are currently offering? If so list them:

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#### 3.4 Target Market Analysis

1. Who are your target customers?	
2. What are your prospective customer's critical needs?	
3. Why will customers in your target market purchase your product or service?	



### 3.5 Marketing Mix

<b>Product</b>	
<b>Price</b>	
<b>Place</b>	
<b>Promotion</b>	
<b>Packaging</b>	
<b>Positioning</b>	
<b>People</b>	

## 4. Financial Plan

### 4.1 Start-up Capital and Establishment Costs

How much money do you require and for what, list all the equipment, stock, stationery etc. that you would require to start your business and include at least 3 quotations of the items your request (along with the banking details of your suppliers).

Item	Amount	Suppliers Name
<b>Total</b>	<b>R</b>	





#### 4.2 Salary

Item	Amount
<b>Total</b>	<b>R</b>

#### 4.3 Fixed Costs

Fixed Cost	Total
Salary	
<b>Total</b>	

#### 4.4 Debt

Indicate the debt you have, list the name of your creditor and the amount you owe		
Item	Amount	Name of Creditor
<b>Total</b>		

#### 4.5 List of Products

List all Products and services	Cost Price	Selling Price	Profit



#### 4.6 Sales Forecast

Month 1	Month 2	Month 3

#### 4.7 Estimated Variable Costs

Month 1	Month 2	Month 3

#### 4.8 Estimated Monthly Profit

Month 1	Month 2	Month 3
What is your profit margin?		

### 5. Strategic Plan

#### 5.1 State the Vision of your business:

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#### 5.2 State the Mission of your business:

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#### 5.3 SWOT Analysis Worksheet

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>



**5.4 Plan to develop SWOT Worksheet**

**Explain what you will do to ensure that you develop and grow your strengths?**

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**How are you going to overcome your weaknesses?**

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**What are your plans to develop and take advantage of your opportunities?**

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**How are you going to deal with the threats facing your business?**

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**5.5 State the sustainable competitive advantage your business has:**

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**5.6 State the key success factors of the market that you operate in:**

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