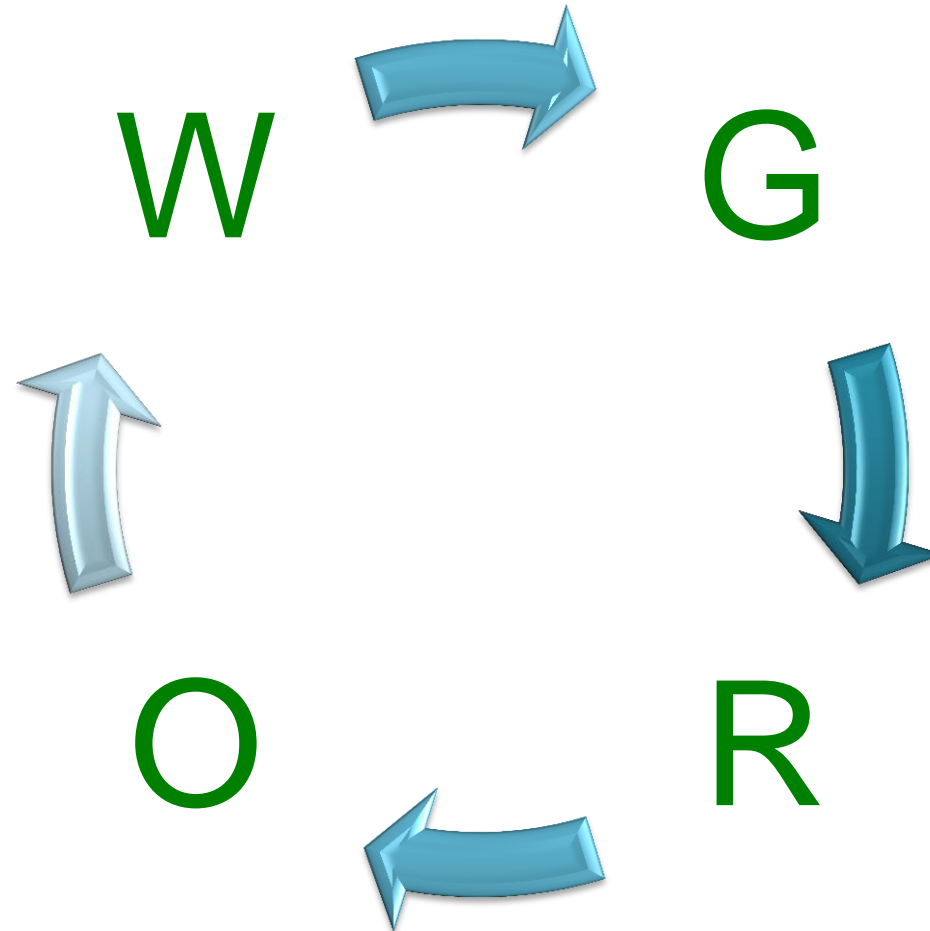




BUSINESS PLAN TASKS

WHY WRITE A BUSINESS PLAN

- To help you understand an opportunity and what it will take to explore it
- To serve as an action plan
- To serve as a road map
- To serve as a sales tool



Setting Goals

- Set goals that are personally meaningful and challenging
- Set measurable short-term goals
- Articulate clear and specific long-term goals

Setting Smart Goals



QUOTE

“The world turns aside to let anyone pass who knows where she or he is going.”

David Starr Jordan

INFORMATION SEEKING

- Do personal research on how to provide a product or service
- Consult experts for business or technical advice
- Personally seek information from customers, suppliers & competitors

DESCRIPTION OF PRODUCTS OR SERVICE

- Specified quality
- Product status
- Exclusive position
- Comparison of competitive products & services

DESCRIPTION OF LOCATION

- Location criteria
- Access, visibility, space & cost
- Operation requirements

DESCRIPTION OF CUSTOMERS

- Target customers
- Potential market size
- Buying preferences

DESCRIPTION OF COMPETITORS

- Name, size, number & market share
- Analysis of competitors
- Profitability
- Operating methods
- Level of customer satisfaction

DESCRIPTION OF MATERIALS & SOURCES OF SUPPLY

- Required equipment
- Required materials
- Potential suppliers
- Supplier re-order cycles
- Warranties & Guarantees

DESCRIPTION OF MANUFACTURING OR PRODUCTION PROCESS

- Flow chart of working process
- Listing of process steps
- Sequence
- Time frames
- Measurement methods
- Quality standards

DESCRIPTION OF MARKETING METHODS

- Marketing strategy
- Communication methods
- Highlighted features
- Timing

PRICING

- Criteria
- Location in the market
- Levels of quality
- Methods
- Competition

DESCRIPTION OF KEY PERSONNEL

- Organizational chart
- Positions description
- Skill qualifications & training required

SALES FORECASTING

- Description of methods
- Monthly sales forecast for next 12 Months
- Yearly forecast for the next 3 years

CASH FLOW FORECASTING

Develop 12 months cash flow forecast

OPERATIONAL FORECASTING

- Estimate start-up cost
- Operating statement for the next month
- End of the year Profit or Loss statement
- Break-even point
- Balance sheet for end of the current month

FINANCIAL FORECAST

- Investment
- Income
- Expenses
- Return on investment

Executive summary

- Name of business[Legal name]
- Names of Owners, partners & investors
- Date of registration
- Start of operations
- Form of business operation
- Summary of all sections
- Brief history

THANK YOU



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