

# BizConnect Business Plan Template

## Business Details

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Business Name (*and or trading name*):

Address:

Physical address

Postal address

Business Contact numbers:

Cell

Landline

Occupancy Status

Owner

Tenant

*IF owner: new equity*

*Date in premises:*

Contact Persons

Name

Position

Cell

Landline

Email

Period with bank

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## Executive Summary

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*[In 2 pages or less summarize the most important aspect of the business]*

*Business Concept (nature of activities)*

*Financial Features:*

- *Current turnover*
- *Projected turnover*

*Age of business:*

## General Company Description

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*[1-2 page overview of the company]*

*Legal entity type & registration number.*

*Ownership*

<i>Name</i>	<i>Age</i>	<i>Gender</i>	<i>% ownership</i>	<i>Financial contribution</i>	<i>ID number</i>
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*Vision and mission statement*

*SWOT*

*Industry description*

*Debtors*

- *Debtors days*
- *Credit terms*
- *% customers on credit*
- *% credit sales*
- *Debt provision*

*Creditors*

- *Accounts payable*

*Competitor analysis*

Visit BizConnect <http://www.standardbank.co.za/bizconnect>

### *Insurance*

*Do you have an insurance policy*

*Yes*

*No*

*Name*

*Risks breakdown*

*Premium*

## **The Opportunity, Industry & Market**

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[2-3 pages]

### *Opportunity analysis*

- Where is the gap in the market?
- What has given rise to this gap?
- How was this gap identified?
- How will the gap be filled?

### *Market analysis*

- What is the total size of the market?
- How fast is the market growing?
- What percentage share of the market will you have? (This is important only if you think you will be a major factor in the market.)
- What are the major trends in target market – trends in consumer preferences, demographic shifts and product development?

## **Strategy**

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[1-2 pages]

- The focus of the business: broad mass market or a specific niche?
- How the business will succeed in the market? How will you create a unique and valuable position, involving a different set of activities?
- What is unique about the business? How is the offering different from that of competitors?

## **Team – Management & Organisation**

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[2 pages]

- CV founders
- CV management
- Number of employees

## **Marketing Plan**

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[2-3 pages]

- The product (or service) and why it is valuable to customers
- The focused and detailed description of the target market
- The positioning of the product or service – how it should be perceived by customers
- The pricing strategy with specific price points at which the product or service will be sold
- The sales and distribution channels that will be used to get the product or service to the customer
- The promotion strategy including public relations activities, specific promotions, advertising and intended viral marketing activities

## **Financial Plan**

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[2-4 pages]

- Working capital & Start-up cost requirement.
- 12-month profit and loss projection (month-by-month) and a three-year profit and loss projection (quarter-by-quarter) / Pro-Forma financials if not available
- A 12-month cash-flow projection and a three-year cash-flow projection (quarter-by-quarter)
- A projected balance sheet at start-up and at the end of years one to three
- A break-even calculation
- Asset register
- Gross profit calculation

## Funding requirements

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- Reasons needed
- Ownership contributions
- Monies owed to creditors
- Surety ship agreements
- Asset financing break-down

Details	Bank finance needed	Own contribution	total
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## Appendix

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- Brochures and advertising materials
- Industry studies
- Blueprints and plans
- Maps and photos of location
- Magazine or other articles
- Detailed lists of equipment owned or to be purchased
- Copies of leases and contracts
- Letters of support from future customers
- Any other materials needed to support the assumptions in this plan
- Market research studies
- List of assets available as collateral for a loan
- Detailed financial calculations and projections
- Bank statements – 3 months.



Now that you have your business plan template, this is what you might need to do:

Get a [business bank account](#) for your business.

## References:

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