

**BUSINESS PLAN TEMPLATE**  
(Proposed Minimum Contents)

**ADMINISTRATION INFORMATION**

*Name of organisation/institution/entity:*

*Main Business Activity:*

*Postal address:*

*Physical Address (Location of Operation):*

*Contact person:*

*Contact details: Telephone; facsimile; cell-phone and email address*

**EXECUTIVE SUMMARY**

Insightful overview of the Business Plan that highlights critical aspects of the entire plan:

- Provide a brief description of the business and background on the management team
- Provide the reason why funding is required, provide brief details of how these funds will be applied and an overview of the socio-economic benefits

**1 INTRODUCTION AND BACKGROUND INFORMATION**

*Provide information on the following:*

- *Current situation of the organisation/institution, its members and employees. Include your SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis.*
- *Business activities of the organisation/institution (for start-ups, intended activities)*
- *Amount of funds required and how the funds will be utilised (itemised budget on the project plan)*

**2 MANAGEMENT TEAM**

*Provide information on management team by including the following:*

- *Their key responsibilities (Attach CVs)*
- *The main skills and competencies they have*
- *Their work experience relevant to the business of the organisation/institution*

**3 MARKETING PLAN**

*Provide information on customers by including the following*

- *Target market and geographic coverage*
- *Market size and growth prospects in terms of monetary value and number of beneficiaries*
- *List of existing and potential beneficiaries*
- *Competition in terms of barriers*
- *Action plan to realise objectives*

**4. MANPOWER PLAN**

- *Staffing Requirements – number of employees needed to work on the project or deliver the service;*
- *Skills and expertise required*

**5. FINANCIAL ADMINISTRATION PLAN**

- *Finance required*
- *How are the organisation's financial needs going to be met (Sources of funding)*
- *Funds utilisation - provide details of how these funds will be applied*

**ACTIVITIES APPLIED FOR**

<b>Activities/Deliverables in Phase</b>	<b>Phase one (1) Allocated amount</b>	<b>Phase two (2) Allocated amount</b>	<b>Phase three (3) Allocated amount</b>	<b>Phase four (4) Allocated amount</b>
<b>Phase 1 activities and itemised budget</b>	R.....	R.....	R.....	R.....
<b>Phase 2 activities and itemised budget</b>	R.....	R.....		R.....
<b>Phase 3 activities and itemised budget</b>	R.....	R.....		R.....
<b>Phase 4 activities and itemised budget</b>	R.....	R.....		R.....
<b>Grand Total amount applied for</b>	R.....			

**COMPUSORY DOCUMENTS**

- Appendix A Organisation registration certificate
- Appendix B Tax Clearance certificate of not less than 6 months from date of application
- Appendix C Audited Financial statements for entities registered for more than 1 year
- Appendix D Latest financial statements for newly registered entities
- Appendix E Certified ID copies of members
- Appendix F Completed SBD 4 and SBD 8 Forms

**ADDITIONAL DOCUMENTS**

- Appendix G** Memorandum of Understanding (for in case of partnerships only)
- Appendix H** Testimonials
- Appendix I** Profiles (copies of CVs of all the members)
- Appendix J** Reports (from any of your previous successful projects)
- Appendix K** Letters of support (for the project for which you seek funding from NHC)
- Appendix L** Letters of endorsements for research conducted on third parties
- Appendix M** Other (any other information worth sharing with the NHC)