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

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<thead>
<tr>
<th>Activities/Deliverables in Phase</th>
<th>Phase one (1) Allocated amount</th>
<th>Phase two (2) Allocated amount</th>
<th>Phase three (3) Allocated amount</th>
<th>Phase four (4) Allocated amount</th>
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<td>Phase 1 activities and itemised budget</td>
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<td>Phase 2 activities and itemised budget</td>
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<td>Phase 3 and itemised budget</td>
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<td>Phase 4 and itemised budget</td>
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<td>Grand Total amount applied for</td>
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### COMPULSORY 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)