**A group of women posing for a photo

Description automatically generated with medium confidence**

**Business Plan Template by Startup Mzansi**

Whether you’re starting out, or looking to grow, Startup Mzansi can offer expert, impartial advise, support and local workshops all for free.

* Use this template to ensure the viability of your business proposition and give potential investors the information they need to determine whether your vision is one they can invest in.
* This Business Plan template will guide you through everything you need to include, with plenty of advise on how to approach each section.
* And don’t worry, with our help it’s not as difficult as you might think.

Get started today!

**Don’t forget to delete this 1st page!**

**Name:**

**Business Plan for:**

**(Please use this template in conjunction with the guide** [**Prepare a business plan**](https://www.startupmzansi.app/read-blog/186_working-on-a-business-plan.html)**)**

|  |  |
| --- | --- |
| **Document Version:** |  |
| **Date:** |  |
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Executive Summary

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|  | 1. Executive summary (We suggest you complete this section after you have completed the other sections of the Business Plan). |  |
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|  | 2. Business detailsCompany name: |  |
| Address: |
| Telephone number: |
| Legal status: |
| Advisors: Are you / will you be VAT registered:    Do you have an online presence:   The business will: (Provide a brief description of what your business will do) |
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|  | Key personnelDetails of owner(s): Name: |  |
| Position/main responsibilities: |
| Experience and knowledge of our industry: |
| Previous employment: |
| Key skills brought to the business: |
| Business experience and any training undertaken: |
| Academic/professional qualifications: |
| Most recent salary R |
| Other key personnel (including shareholders): |
| Name: |
| Position/main responsibilities: |
| Experience and knowledge of our industry: |
| Previous employment: |
| Key skills brought to the business: |
| Business experience and any training undertaken: |
| Academic/professional qualifications: |
| Most recent salary R |
|  |  |  |

Vision

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|  | 3. Business OverviewSum up your business idea: |  |
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|  | 4a. Business goalsWhat do you want to achieve in your first year of business? (for example, turnover of R100,000 or trading at breakeven) |  |
| Where do you see your business in 3-5 years’ time? |
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|  | 4b. What the business does  |  |  |  | | --- | --- | --- | | **Product/service** | **Features** | **Benefits** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |
| 4c. What makes the business differentYour product/service is unique or different compared with the competition because:     4d. SWOT analysis  What are the key strengths of your business:    What are the key weaknesses of your business:    What are the opportunities:    What are the threats your business faces: |
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|  | 4e. Legal requirements (including regulations and licences particular to your business) The legal and insurance requirements that apply in your business are: |  |
| You will meet your legal and insurance requirements by: |
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Marketing

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|  | 5. Market researchTrends in your chosen market are: |  |
| How you know this: |
| 6. Market OverviewThe customer groups you will be selling to are and what is the market size are: |
| Your customer research has shown what your customers want is: |
| How you know this:     How many customers / clients do you require and what will you sell them |
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|  | 7. Competitor analysis  |  |  |  | | --- | --- | --- | | **Competitor name** | **Strengths** | **Weaknesses** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |
| What information have you gathered on your competitorsHow you can improve on their offer and/or price(s):    Competitive advantage: |
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| --- | --- | --- |
|  | 8. Sales  9. Marketing  How and where will you promote your product/service? |  |

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| --- | --- | --- |
|  | 10. PricingHow you can calculate your prices: |  |
| How your prices compare with the competition:   |  |  |  | | --- | --- | --- | | **Product/service** | **Your price(s)** | **Range of competitor prices (per unit)** | |  | R | R | |  | R | R | |  | R | R | |  | R | R | |  | R | R | |  | R | R | |  | R | R | |
| Reasons for the difference between your price(s) and your competitors’ price(s): |
|  |  |  |

Running the business

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|  | 11. Staff  |  |  |  |  | | --- | --- | --- | --- | | **Role** | **Total cost** | **Necessary experience** | **Specialist skills and/or qualifications** | |  | R |  |  | |  | R |  |  | |  | R |  |  | |  | R |  |  | |  | R |  |  | |  |
| 12. Premises  |  |  | | --- | --- | |  | **Cost R** | | Premises required at start-up: | R | | Premises required in the future (if different): | R | |
| 13. SuppliersYour key suppliers and their credit terms  |  |  |  | | --- | --- | --- | | **Supplier** | **What you’ll buy from them** | **Number of days’ credit** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |
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|  | 14. Equipment  |  |  |  |  | | --- | --- | --- | --- | | **Resource** | **When** | **How funded** | **Cost R per unit** | |  |  |  | R | |  |  |  | R | |  |  |  | R | |  |  |  | R | |  |  |  | R | |  |  |  | R | |  |  |  | R | |  |  |  | R | |  |  |  | R | |  |
| 15. Managing operational risks  |  |  | | --- | --- | | **Risk** | **Solution** | | Staff |  | | Suppliers |  | | Financial |  | | Marketing |  | |
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Finance

(The financial section of the template is intended for business planning purposes only. If financial tables are to be used for any other purpose other than cash flow management, then we strongly recommend you consult an accountant or tax advisor)

**Please double click in the table below to access the embedded Microsoft Excel sheets to input your figures, Microsoft Excel will automatically update the total for you.** If you do not have access to Microsoft Excel you can use the link below this table and save the file onto your PC. You can then use Open Source Software such as [Google Docs](https://www.google.com/accounts/ServiceLogin?service=writely&passive=1209600&continue=http://docs.google.com/?hl%3Den%26tab%3Dwo&followup=http://docs.google.com/?hl%3Den%26tab%3Dwo&ltmpl=homepage&hl=en) or [OpenOffice](http://www.openoffice.org/) to access the information by uploading the file into this software. Please note that all tables can be customised and additional rows and categories can be added.

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|  | 16. FinanceCalculate how much money you need before you start trading   |  |  | | --- | --- | |  | R | | IT and computers | 0.00 | | Telephones and broadband | 0.00 | | Equipment | 0.00 | | Stock | 0.00 | | Tools | 0.00 | | Vehicles | 0.00 | | Professional fees | 0.00 | | Insurance | 0.00 | | Rent/rent deposit | 0.00 | | Stationery | 0.00 | | Marketing | 0.00 | | Consumables | 0.00 | | Licences | 0.00 | | Training | 0.00 | | Association fees | 0.00 | | Wages/recruitment | 0.00 | | Security/health and safety equipment | 0.00 | | Market research costs | 0.00 | | Other (please specify) | 0.00 | |  | 0.00 | |  | 0.00 | |  | 0.00 | |  | 0.00 | |  | 0.00 | | **TOTAL R** | 0.00 | |  |
| \* *Total from here should be used in 22 Sourcing finance below* |
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You can also [download the start up costs table shown above in Microsoft Excel format](http://www.startupmzansi.app/documents/general/start_up_costs.xls).

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|  | Personal survival budget  Estimated annual personal expenditure (this helps you work out the minimum amount you need to earn from your business in the first year and how much money you might need to borrow to start the business) |  |
| |  |  | | --- | --- | | **Estimated expenditure** | R | | Mortgage and/or rent | 0 | | Council tax | 0 | | Utilities (gas, electricity, water etc) | 0 | | Personal and property insurance | 0 | | General housekeeping expenses (food etc) | 0 | | Phone and internet | 0 | | Car tax and insurance | 0 | | Car running expenses | 0 | | HP repayments | 0 | | Hire charges | 0 | | Subscriptions to journals, professional bodies, etc | 0 | | Savings plans & pension contributions | 0 | | Contingencies | 0 | | Tax | 0 | | National Insurance | 0 | | Other: please specify | 0 | |  | 0 | | **Total personal expenditure** | 0 | |  |  | |  |  | | **Estimated personal income (after tax)** |  | | Income from family, partner (total) | 0 | | Other income *(specify the source)* | 0 | | **Total personal income** | 0 | |  |  | | **Total survival income required from the business (after tax)** | **0** | |  |  | | **Current income** | R 0 | |
|  |  |  |

You can also [download the personal survival budget table shown above in Microsoft Excel format](http://www.startupmzansi.app/documents/general/personal_survival_budget.xls).

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|  | 17. Profit and loss forecast |  |
| |  |  |  |  | | --- | --- | --- | --- | |  | **Year 1 (R)** | **Year 2 (R)** | **Year 3 (R)** | | **Total expected sales** | 0 | 0 | 0 | | **Less variable costs** | 0 | 0 | 0 | | **Gross profit (sales less variable costs) =** | 0 | 0 | 0 | | **Calculate your gross profit margin** % **(gross profit divided by total sales x 100) (A)** | 0 | 0 | 0 | |  |  |  |  | | Salaries/wages (survival income + any staff) | 0 | 0 | 0 | | Premises (including rent, rates, utilities) | 0 | 0 | 0 | | Telephone and broadband | 0 | 0 | 0 | | Printing, post and stationery | 0 | 0 | 0 | | Advertising and promotion | 0 | 0 | 0 | | Bank charges | 0 | 0 | 0 | | Professional fees | 0 | 0 | 0 | | Insurances | 0 | 0 | 0 | | Bank/Interest (payable to your bank) | 0 | 0 | 0 | | Stock | 0 | 0 | 0 | | Consumables | 0 | 0 | 0 | | Equipment and vehicle leasing | 0 | 0 | 0 | | Depreciation | 0 | 0 | 0 | | Other (please specify) | 0 | 0 | 0 | | Other | 0 | 0 | 0 | | Other | 0 | 0 | 0 | |  |  |  |  | | **Total fixed costs** | 0 | 0 | 0 | | **Net profit (gross profit less fixed cost)** | 0 | 0 | 0 | | **Calculate your net profit margin (net profit divided by total sales x 100)** | 0 | 0 | 0 | |  |  |  |  | | **Calculate your breakeven** | **Year 1 (R)** | **Year 2 (R)** | **Year 3 (R)** | | **Total variable costs + total fixed costs (B)** | **0** | **0** | **0** | |
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You can also [download the profit and loss forecast table shown above in Microsoft Excel format](http://www.startupmzansi.app/documents/general/profit_and_loss_forecast.xls).

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|  | 18. Sourcing financeTotal borrowing requirement for the business  |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | | |  | **R** | | Start-up costs | | |  | 0 | |  | |  |  |  | | Personal start-up contributions | | - |  | 0 | | Other start-up contributions | | - |  | 0 | | Total required | | = |  | 0 | |  | The assets you have available as security | | | | |  | | = |  | 0 | |  |
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You can also [download the sourcing finance table shown above in Microsoft Excel format](http://www.startupmzansi.app/documents/general/sourcing_finance.xls).

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|  | 19. Cash flow forecast See [Excel file](http://www.startupmzansi.app/documents/general/cashflow_forecast.xls) that accompanies this Business Plan |  |
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