

BUSINESS PLAN

BUSINESS DESCRIPTION

- Name of business
- Type of business
- Ownership
- Location

MARKET RESEARCH

- What's available
- What's not available

PRODUCT / SERVICE PLAN

- Description of product or service
- Time to make product / give service
- Equipment needed to make product / give service
- Where will you get the raw materials from and at what price?

MARKETING PLAN

- Who will be your customers?
- How will you sell your service / product?
- Any discounts offered?
- How will you promote your product / service?
- Where will you sell your product / service?

FINANCIAL PLAN

- Estimated income and expenses
- Estimated profits
- Budgets
- Other expenses e.g. transport

Example

Business – TO SELL FRUIT

1 box Oranges R 10 – 30 Oranges

1 Box Bananas R 15 – 30 Bananas

Plan to sell them 1 Orange and 1 banana in a packet.
To sell for R2 each packet.

If none of the fruit goes bad then fruit can be sold for R60.
Extra costs – 1 bunch of plastic packets R5.

So profit = R60 (income) – R5 (extra costs) - R25 (raw products) Profit = R30.

Plan to sell the fruit packs at schools, at the clinics, at the family shop etc.