DA YOUTH BUSINESS PLAN COMPETITION

OFFICIAL ENTRY FORM

Full Name:

ID Number:

Address:

Contact number:

Email:

Name of business:

5 Easy steps to starting your own business...

1. **Summary/important features**

- Description of product *(e.g. shuttle service between Cape Town Airport and hotels in the CBD)*
- Why venture will be successful *(e.g. will provide 24-hour, safe, door-to- door pick-ups and drop-offs and secure exclusive rights with ABC Hotels)*
- Short-, medium- and long-term objectives *(e.g. objectives are to initially secure the CBD market and then expand to a national level*

(Maximum 300 words total)

2. **Business description**

- General description of your business *(e.g. shuttle service between airport and CBD, operating 24 hours, three vehicles)*
- Type of ownership *(e.g. close corporation, 1 member)*
- Uniqueness of the product *(e.g. 24-hours operation, exclusive rights with ABC Hotels)*

(Maximum 300 words total)

3. **Marketing plan and strategy**

- Target market *(e.g. overseas tourists requiring reliable transport from airport to accommodation and back)*
- Competitors strategy *(e.g. most competitors charge low prices, but have a low reliability rate and only operate 08:00 to 18:00)*
- Pricing, product, promotion and distribution strategy *(e.g. pricing will be higher than that of competitors, but a more reliable 24-hour service operating with three vehicles will be offered)*

(Maximum 300 words total)

4. **Financial plan and strategy**

- Financial forecasts: Profit and loss *(show calculations of expenses vs income),* cash flow *(show monthly inflow and outflow of cash),* break-even analysis *(show how many clients must be transported or trips undertaken to cover costs)*
- Source of funds *(e.g. the owner will be contributing R80 000 and a family member has agreed to contribute R20 000 as a loan; a further amount of R30 000 will be requested from the bank)*
- Use of funds *(e.g. to purchase three mini-buses and office furniture and to pay salaries)*
- Security offered *(e.g. the owner will offer his/her house as security for any loan)*

(Maximum 500 words total)

5. **Operating plan and strategy**

- Staff component *(e.g. the owner, three drivers, a receptionist)*
- Suppliers (*e.g. ABC Hotels, CBD accommodation providers, tour operators)*
- Description of the manufacturing/distribution of the product *(e.g. vehicles will respond from call centre once request has been received; clients will be picked up at point A and dropped off at point B)*

(Maximum 300 words total)