

# **GUIDELINE TO 13 ESSENTIAL ELEMENTS TO FEATURE IN APPLICANT'S BUSINESS PLAN REQUIRING SUPPORT UNDER THE AGRIBEE FUND**

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## **1. EXECUTIVE SUMMARY**

This section provides a brief summary of the business legal status, location (area, district municipality and province), background, description of products and services, position in the market, directors and shareholders, major achievements, etc. The statement should be kept short, as information provided is available within the business plan.

## **2. ENTITY ANALYSIS**

**2.1.** Name of business and location

**2.2.** Background of the business

**2.3.** Products and services

**2.4.** A brief profile of directors and shareholders

**2.5.** Current business status and the benefit to the community at large

**2.6.** Road map and future plans/ problem worth solving

## **3. INDUSTRY ANALYSIS**

**3.1.** Overview of the industry where the business is operating including industry trends analysis

## **4. MARKET ANALYSIS**

**4.1.** Identify and analyse target and key customers and explain how the business products or services are going to meet their needs

**4.2.** Outline future markets

**4.3.** Describe and analyse business competitors

**4.4.** Describe the business competitive and comparative advantages

## **5. SWOT ANALYSIS**

**5.1.** Provide business strengths, weaknesses, opportunities and threats preferable in tabular format

**5.2.** Identify potential risk factors that may affect operations and sustainability of the business as well as mitigating plans / strategies for risk factors

## **6. ASSUMPTIONS**

**6.1.** Describe assumptions made, for example, prices, production volumes and input costs, interest rate, sales and revenue estimates and other variables considered to determine projected business growth)

## **7. MARKETING PLAN / STRATEGY**

**7.1.** Describe business marketing plans or strategies and tools and explain how the business will acquire raw materials and develop and maintain relationship with the existing input suppliers

- 7.2. Describe suppliers of raw material, accessibility and availability of raw material
- 7.3. Are there legally binding off-take agreements/letters of intent? Please quantify volumes, prices, cost of contracts and duration
- 7.4. Target market identification (business position in the market)
- 7.5. Sales plan
- 7.6. Milestones (if any)

## **8. OPERATIONAL PLAN**

- 8.1. Outline the production plan and /or production cycle
- 8.2. Logistics and distribution
- 8.3. Business growth and development plan
- 8.4. Technology used as well as needed
- 8.5. Sustainability measures

## **9. ORGANIZATIONAL AND MANAGEMENT TEAM**

- 9.1. Provide organisational structure
- 9.2. Management team
- 9.3. Management team gaps
- 9.4. Personnel plan and responsibilities
- 9.5. Personnel Development Plan (Skills plan)

## **10. FINANCIAL PLAN**

- 10.1. Financial highlights
- 10.2. Please explain how will the intended investment improve the financial position of the business

## **11. LITIGATION**

- 11.1. Are there any pending legal disputes that may have a negative effect on the investment?

## **12. ANY OTHER CURRENT ISSUES**

- 12.1. Describe any other issues that should be noted

## **13. SUCCESSION PLAN**

- 13.1. Is there a succession plan for shareholders above the age of 50 years

## **14. ANNEXURES**

Add any other useful information to support arguments of your business plan (see checklist attached at the back of the AgriBEE Fund application form)