



APPLICATION FORM TEMPLATE FOR LED SMME
SUPPORT FUND

2024 / 2025

1. Business Details

Business Name					
Contact Person					
Contact Number					
Village Name					
Ward no.					
Business Address					
Nature / Type of Business					
Number of Business Directors					
No of youth (35 years and below)					
No of adults (above 35 years)					
No of people living with disability					
Gender	No of Females =			No of Males =	
Amenities(Y / N)	Electricity	Water	Network	Access Road	Is your land fenced

2. Applicant's funding history

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4. Employment

No of currently employed	Position	No of planned to be employed	Employment Terms		Projected time frame (employing)
			Full time	Part Time	
Total					

5. Current Production

(Taking into account your monthly estimated working capital, the skills or competence levels of the team, production schedule and machinery capacity what is a reasonable number of goods you produce on a monthly basis?)

Goods/Services	Weekly Production				Total
	W1	W2	W3	W4	

Briefly describe how these numbers will be improved with the requested assistance

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6. Production forecast

(Taking into account your monthly estimated working capital, the skills or competence levels of the team, production schedule and machinery capacity

7.2. Current Sales

(Taking into account your estimated monthly production, customer's purchasing power, and existing competition how much do you generate from sales on a monthly basis?)

Good/Service	Weekly Sales				Quantity	Unit Price	Amount
	W1	W2	W3	W4	Total Sales	R	Total (R)
Total Sales Revenue							

7.3. Sales Forecast

(Taking into account your estimated monthly production, customer's purchasing power, and existing competition how much do you expect to generate from sales on a monthly basis?)

Good/Service	Weekly Sales				Quantity	Unit Price	Amount
	W1	W2	W3	W4	Total Sales	R	Total (R)
Total Sales Revenue							

8. Budget

Describe exactly what will be purchased or done with the funds requested. Present cost breakdown for each item needed for the project as per the table below.

8.1. Project asset/ Capital Expenditure

Description	Quantity	Cost per unit (R)	Total (R)

Total			

Declaration by the applicant

I hereby solemnly state that I am aware of the consequences of making a false statement or giving false information or evidence. I further state that the information furnished by me on this application is true

Applicant Signature _____

Date _____

Name of verifying official _____

Signature _____

SECTION B: BUSINESS PLAN

Executive Summary

A brief description of what a business is, who the market is, why the business is likely to be successful, what the overall strategy is, and how much money is required to grow.

Business Description

A short description of the business and what it does. (Goods and Services)

Business Operations

A longer description of what the business does, how, etc. Describe the concept and exactly how the business will work. If applicable, please list important suppliers and contracts that you might have.

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Market and Competition

Environment Analysis

Describe the overall context of this business , Why is this the right place, time etc for the business to be operating ?

Target Market analysis

Describe the clients/customers. Who are they and why are they likely to buy from you or make use of your services? What is it that they value.

Competitor Analysis

Who are your major competitors? What are they doing right? And wrong?

Marketing Plan and Strategies

Strategies

What strategy will the company employ to market and sustain the business?

Organisational Structure and Human Resources

Management and Support Personnel

Give a brief description of the people behind the company. The full CV's must be attached at the end, so these are very brief descriptions of who people are, what their experience is and what they are responsible for.

Finance

Provide cash flow projections for 3 years, first year should be by month and the next two years be given as annual figures.

