



For attention of:

Applicants applying to do business at the University of the Western Cape

### **Application for doing business at UWC and submission of a Business Plan**

Dear Applicant

Many thanks for applying to do business at the University of the Western Cape (UWC). If you have already completed an application form to do business at our campus, the receipt of this document from us indicates that we have decided to move you to the next stage of our application process which requires you to furnish us with your business plan.

If you have not previously submitted an application form, Section 1 of this document provides you with the relevant application form which, together with the business plan, should be submitted to our office.

To ensure that we can afford everyone an equal opportunity to do business on campus, we believe that a fair and equitable approach to the application process is to have all applicants provide us with a business plan in the same format and covering the same sections and aspects of their business.

The attached document therefore includes a template document that should be used by all applicants to complete their business plan. Each section should be completed succinctly, using the guideline information provided. Not all sections will always be applicable or should you not have any information to include in a section, please leave it blank rather than providing irrelevant information. Please further note that UWC will not support any operations involved in gambling, smoking or alcohol. Applications will only be considered if:

- It is entrepreneurial in nature;
- It offers a service/product that is of benefit to/in demand by students and staff; and
- It provides social and developmental impact (where possible).

Our objective is also to prepare all applicants for the business or entrepreneurial world outside of UWC and thus you will find that this business plan template provides you with insight into the nature of some of the questions usually requested by funders, investors or landlords.

Please refer to the attached annexures to the business plan template that provide further guidance, and summarises the UWC processes followed when assessing applications to do business on campus.

Should you require any support in completing your business plan or require any clarity on the content of this document, you may contact the UWC Centre for Entrepreneurship & Innovation (CEI). Note that any staff member from CEI who assists you with the business plan will not be allowed to adjudicate/provide input on the business plan assessment panel at a later stage.

We wish you everything of the best in your application process and look forward to meeting in the near future.

Yours faithfully

Charleen Duncan  
Director: Center for Entrepreneurship & Innovation

Irfaan Dalvie  
Director: Business Development

# SECTION 1: APPLICATION FORM

Application type 

New	Renewal
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Sector 

Office	Retail	Residential	Other
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If other please provide details \_\_\_\_\_

Building name (if known or identified already) \_\_\_\_\_

Premises (shop/office/unit number) (if known or identified already)  
\_\_\_\_\_

Area (sqm) required \_\_\_\_\_

Date premises required: \_\_\_\_\_

Applying as:

Company	Close Corporation	Trust	Partnership	Sole Proprietor	Other
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## Applicant details

Is the Applicant or any of the business owners/stakeholders students at The University of the Western Cape

Yes	No
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If "Yes", has permission been received from the students' Dean and/or Head of Department to do be involved in business?

Yes	No
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(Note - if student(s) has/have not received written permission from the Dean or Head of Department, the application may not be processed any further until such permission has been received and provided to the Business Development Offices. If received, please submit proof of permission with the application.

Applicant Legal Name:

\_\_\_\_\_

Applicant Trading Name:

\_\_\_\_\_

Registration Number: \_\_\_\_\_

VAT Registration Number: \_\_\_\_\_

Other relevant registration numbers (e.g. NPO, S21, etc)

Physical Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postal Address (if different to above):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address to where invoices and statements will be sent: (select one)

Postal	Physical	Domicilium
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(Note that statements are sent by email only)

**Additional contact details:**

Owner/primary contact person: \_\_\_\_\_

Office \_\_\_\_\_

Mobile \_\_\_\_\_ E-Mail \_\_\_\_\_

Fax \_\_\_\_\_

Accounts Contact person: \_\_\_\_\_ Office \_\_\_\_\_ Mobile \_\_\_\_\_

E-Mail \_\_\_\_\_ Fax \_\_\_\_\_

Other: \_\_\_\_\_ Office \_\_\_\_\_ Mobile \_\_\_\_\_

E-Mail \_\_\_\_\_ Fax \_\_\_\_\_

**Source of funding**

Loan	Savings	Inheritance	Investor	Existing Business	Other
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Please specify if "Other"

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Applicant Banking Details:**

Bank \_\_\_\_\_ Branch \_\_\_\_\_ Branch Code \_\_\_\_\_

Account Name \_\_\_\_\_ Account Number \_\_\_\_\_

Note: Applicants must have registered bank account.

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**Declarations and Warranties**

I, \_\_\_\_\_, by my signature hereto, do warrant that all the information on this application and any annexure submitted are true and correct. I further confirm that I am legally entitled to represent the Company/Close Corporation/Partnership/Trust. I further consent to allowing University of the Western Cape to perform credit checks on the Company/Close Corporation/Partnership/Trust with any credit bureau for the purposes of this application and at any time during the lifetime of my/our tenancy, should this application be successful. The results of these checks will remain confidential but may be used to assess the Company's/Close Corporation's/Partnership's/Trust's suitability as a Tenant.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

For and on behalf of \_\_\_\_\_

**Directors/Members/Trustees/Partners Details and Declarations and Warranties**

**Managing Director Details (If different from Applicant details)**

Surname \_\_\_\_\_

Full Name \_\_\_\_\_

I.D. Number \_\_\_\_\_

Home Tel. \_\_\_\_\_

Cell No. \_\_\_\_\_

Residential Address: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Owner of Property where residing? 

Yes	No
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Registered Owners Name \_\_\_\_\_

Marital Status: \_\_\_\_\_

If married, please state how married (e.g. Married In Community of Property):

\_\_\_\_\_

I, \_\_\_\_\_, by my signature hereto, do warrant that all the information on this application and any annexure submitted are true and correct. I further consent to allowing University of the Western Cape to perform credit checks, on behalf of its clients, on

me with any credit bureau for the purposes of this application and at any time during the lifetime of the entity's tenancy, should this application be successful. The results of these checks may be used in the assessment of the applicant's suitability as a tenant and my suitability as a surety.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Surname \_\_\_\_\_

Full Name \_\_\_\_\_

**Key Management Details (if different from Managing Director and Applicant details)**

I.D. Number \_\_\_\_\_ Home Tel. \_\_\_\_\_

Cell No. \_\_\_\_\_

Residential Address  
\_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Owner of Property where residing? 

Yes	No
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Registered Owners Name \_\_\_\_\_

Marital Status: \_\_\_\_\_

If married, please state how married (e.g. Married In Community of Property):

\_\_\_\_\_

I, \_\_\_\_\_, by my signature hereto, do warrant that all the information on this application and any annexure submitted are true and correct.

I further consent to allowing University of the Western Cape to perform credit checks, on behalf of its clients, on me with any credit bureau for the purposes of this application and at any time during the lifetime of the entity's tenancy, should this application be successful.

The results of these checks may be used in the assessment of the applicant's suitability as a tenant and my suitability as a surety.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Additional Surety/Finance Provider Details, Declarations, and Warranties (other than directors/ members/ trustees/partners) (where required)**

I.D. Number \_\_\_\_\_ Home Tel. \_\_\_\_\_

Cell No. \_\_\_\_\_

Residential Address  
\_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Owner of Property where residing?

Yes	No
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Registered Owners Name \_\_\_\_\_

Marital Status: \_\_\_\_\_

If married, please state how married (e.g. Married In Community of Property):  
\_\_\_\_\_

I, \_\_\_\_\_, by my signature hereto, do warrant that all the information on this application and any annexure submitted are true and correct.

I further consent to allowing University of the Western Cape to perform credit checks, on behalf of its clients, on me with any credit bureau for the purposes of this application and at any time during the lifetime of the entity's tenancy, should this application be successful.

The results of these checks may be used in the assessment of the applicant's suitability as a tenant and my suitability as a surety.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**IMPORTANT**

**THE FOLLOWIING QUESTIONS SHOULD ONLY BE ANSWERED TO THE EXENT THAT THE APPLICANT HAS NOT ADDRESSED/PROVIDED IT IN THE BUSINESS PLAN. IN CASES WHERE ITEM/MATTER IS COVERED IN THE BUSINESS PLAN, PLEASE REFERENCE THE QUESTION TO THE RELEVANT PAGE IN THE BUSINESS PLAN OR EXPLAIN WHY THE QUESTION IS NOT RELEVANT. SHOULD A QUESTION NOT BE ANSWERED OR REFERENCED TO THE BUSINESS PLAN, AND IF THE QUESTION IS CONSIDERED TO BE MATERIAL TO THE APPLICATION, IT WILL BE CONSIDERED AS AN UNANSWERED QUESTION WHICH WILL RENDER THE APPLICATION INCOMPLETE AND THE APPLICATION WILL NOT BE CONSIDERED ANY FURTHER.**

**Business Plan Questionnaire**

1. What is the nature of your business i.e. what type of product / service do you offer / provide?

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2. Have you managed a business of this nature before or do you currently manage/own other businesses? If so, kindly provide details and periods.

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3. How much is the expected set up costs? Kindly complete the following: \*\*\*

<b>Capital Expenditure</b>	<b>R</b>
Shop Fitting	
Signage	
Stock	
Equipment	
Furniture	
Landlord Deposit	
Other	
<b>Total</b>	

If "Other", provide details \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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4. How many months working capital have you provided for? \_\_\_\_\_

5. What is your estimated turnover for your first year of trade? \_\_\_\_\_  
Applicants are welcome to provide a financial model showing assumptions and inputs

6. What is your expected growth, year on year? \_\_\_\_\_

7. Who are your competitors, on or off campus in terms of:

Brand/Product:

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Geographic Location:

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8. What have you identified as your business's:  
**Strengths**

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How will you leverage off these strengths?

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**Weaknesses**

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What steps will be taken to manage these risks?

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**Opportunities**

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How will you leverage off this to grow your business?

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**Threats**

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How will you mitigate these threats?

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**9. What sets your business apart from its competitors? Why would customers purchase your product or use your service over your competitors? What are your differentiating factors?**

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**10. Give a brief description of your Marketing Strategy, as follows:**

Pricing

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Product

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Position

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Promotion

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## **DOCUMENTS REQUIRED**

**THESE REQUIREMENTS CAN BE DISCUSSED WITH THE BUSINESS DEVELOPMENT OR CENTRE FOR ENTREPRENEURSHIP TEAMS IF MORE INFORMATION OR CLARITY IS NEEDED**

### **New Retail applications**

#### **For Non-Credit Vetting**

- If University of the Western Cape student, written permission from the Dean or Head of Department giving the student(s) permission to conduct business.
- SARS tax clearance certificate
- Bank statements (3 months)
- Public liability insurance
- Business insurance
- Company registration documents
- Fire and gas safety documentation
- Business plan
- Financial statements
- If food related:
  - Trading certificates (local municipality)
  - Health certificate
  - Halaal certificate, if relevant

#### **For Credit Vetting**

- Company or Close Corporation documents
- Owner/Directors/Members/Trustees/Partners identity documents (certified copy)
- Signed Personal Balance Sheet of each Owner/Surety/Director/Member/Trustee/Partner
- Cancelled Cheque / Bank Statement
- Completion of the attached Business Plan Questionnaire
- Where the business is in existence already, no business plan is required but we will require the latest [audited] financial statements.
- In the case of purchase of business, kindly provide a copy of the sale agreement

#### **For FICA verification**

- ID documents (certified)
- Proof of address (not older than 3 months)

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#### **Please note:**

- FICA verification documents will be required, should the application be successful, prior to the landlord accepting the offer made by the applicant and prior to the landlord signing the lease agreement.

- The University of the Western Cape will take all reasonable steps to ensure that your personal information is safeguarded as prescribed in the Protection of Personal Information Act No 4 of 2013.

The University of the Western Cape will use the information provided to process the application via the relevant credit bureau for the letting of premises. The information will also be used to draft the appropriate legal documentation where required.

## **SECTION 2: BUSINESS PLAN**

**PRESENTED TO:**

**THE UNIVERSITY OF THE WESTERN CAPE  
CENTER FOR ENTREPRENEURSHIP & INNOVATION (CEI)  
AND THE  
BUSINESS DEVELOPMENT OFFICE (BDO)**

**FOR:**

*[Name of Business OR Name of Entrepreneur(s)  
Company Registration Number (where applicable)]*

**Date submitted:**

*[insert date]*

**Contact:**

*[Name of primary contact person  
Position of contact in organization  
Cell phone number]*

This business plan is confidential and is the proprietary property of *[Name of Business/Entrepreneur]*. No reproduction of any sort, or release of this document, is permissible without prior written consent of *[Name of Business/Entrepreneur]*.

The information provided in the business plan and ancillary information provided by the applicant, verbal or otherwise, should be treated with utmost confidentiality. The applicant agrees that he/she/they will not hold UWC liable for any alleged breach of confidentiality. The information in the business plan will only be used by the staff in the Business Development team, the Centre for Entrepreneurship (CEI) and the selection panel members and will be treated in utmost confidence. By signing the application form and by submitting it along with the Business Plan, you agree to indemnify UWC, its

executive management team, directors and its staff from any liability in instances of alleged breach of confidentiality.

***Please note that the guidance information in this document is not prescriptive, but is merely a guide to assist you in providing the essential information that is required by (finance) institutions when considering applications. Applicants do not have to use the template and may develop their business plans in their own formats, and include additional information that may be relevant or important to their particular projects.***

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## 1. Executive summary

*Provide a summary of the main information included in the entire business plan.*

*As a minimum:*

- *it should explain the reasons for wanting to set up the business,*
- *the business idea/concept,*
- *key financial aspects (including capital expenditure and funding aspects) and if relevant, any non-financial (socio economic) attributes of the business.*

*An executive summary should have enough information to give the reader the 'business story' without causing them to become uninterested due to lengthy information. It should aim to entice them to want to read the entire business plan.*

## 2. General information

Name of business/trade name		
Registration Number (if applicable)		
Physical address		
Postal address (if different)		
Name of contact person		
Telephone number		
Fax number		
Cellular number		
Email address		
Student number		
Income tax number (please tick)	<b>YES</b>	<b>NO</b>
If no, please indicate how far you are in the process of applying for a tax number. <i>*tax compliance is a requirement to do business with and at UWC</i>		
VAT registration number		
Company website		
Name of CEO/Managing director		
Names of directors/members		

### **3. Business background information**

#### **3.1. Description and Overview**

*This section requires description/explanation of:*

- *Explain the business idea and identify the need your business will satisfy*
- *Indicate whether your business is a start-up or if it is already operational, and if so, for how many years.*
- *Vision for the future, if relevant or applicable. Focus here should also be on plans for the business after the student graduates from UWC.*

#### **3.2. Value proposition**

*This section requires description/explanation of:*

- *Description of products and services*

### **4. Market analysis**

#### **4.1. Target market and customer analysis**

*This section requires description/explanation of:*

- *Brief description of the target market and size*
- *Analysis of threats to your target market - competition, substitutes etc*
- *Bargaining power of customers and affordability*
- *Cyclical and seasonality*
- *Description of current and anticipated customers*

#### **4.2. Pricing**

- *Cost analysis and pricing model*
- *Customer sensitivity to price changes*
- *How do the prices compare to those of competitors*
- *Justify why prices are different to that of competitors*

#### **4.3. Marketing and sales**

- *Anticipated sales - volume and value*
- *Marketing objectives of the business*
- *Overview of marketing strategy in terms of pricing, advertising and promotion*

### **5. Operations**

#### **5.1. Business Environment**

- *Briefly explain the production or manufacturing process in the business.*
- *Give a short description of the major equipment that the business uses to manufacture goods.*
- *Describe the facilities from which the client operates/ will operate*

- *Expected initial and subsequent capital expenditure/outlay requirements*
- *Is the equipment and business entity adequately insured*
- *Description of technology used in operations, risks attached and mitigation strategies employed*
- *Occupational health and safety information and compliance*
- *Compliance with other applicable legislation and regulations relevant to the industry*

## **5.2. Premises**

- *Space and other logistic requirements ie water, extractors, electricity, etc*
- *indicate the requirements for your operation in terms of:*
  - *Location to customers*
  - *Foot traffic*
  - *Scalability*
  - *Environmental and safety issues*
- *Tenure of lease required/proposed*
- *What are the proposed premises you would want to rent from UWC – identify at least 3 sites*

## **6. Sustainability and socio-economic benefits/impacts**

### **6.1. Scalability**

- *Is your business sustainable and indicate the scalability of your operations and how you will, should you need to, address future possible capacity requirements*

### **6.2. Environmental Issues**

- *Identify applicable environmental policies and compliance issues impacting your business. Explain how these have been addressed*

### **6.3. Socio-economic benefits/impacts**

*Indicate the possible social-economic benefits and impacts that will be directly attributable to your operation:*

- *Social impact*
- *Benefits to the community in which you will be operating or the broader community*
- *Job creation*
- *skills transfer*

## **7. Finance**

### **7.1. Financial Review**

- *This section should include your cost models, revenue streams and Income Statement forecast over at least 2 years.*
- *Address income tax and VAT matters*

## **7.2. Source and Application of Funding**

*The purpose of this section is to understand:*

- *Is there a need for financing in the business*
- *If funding has been secured, what is the source? Explain nature of repayments, interest, etc*
- *Provide information on any personal contributions (or capital injection) made or to be made into the business.*

## **8. Management and staffing**

### **8.1. Management team**

*The purpose of this section is to understand/provide:*

- *Details of management team and their respective role in the business*
- *Summarized CV's of the team detailing qualifications, experience and expertise*

### **8.2. Human resources**

*The purpose of this section is to understand:*

- *Number of employees*
- *% BEE*
- *Labour relations issues*
- *Compliance with SARS ito PAYE*

## **9. Risk assessment**

*These sections should be covered if relevant.*

- *Summarise the internal and external risks that could impact the business, for example:*
  - *Operational risks*
  - *Business interruption risk (business continuity)*
  - *Legal and regulatory risk:*
    - *Tax risk*
    - *Zoning and business rights*
    - *Intellectual property violation or lack of protection*
    - *Corruption and bribery*
    - *Environmental, health and safety risk*
  - *Reputation risk*

## ANNEXURE A – Example of budget/ income statement/ forecast

### Income Statement Analysis

Income Statement for year ended	HY1	HY2	HY3	FY1	FY2	FY3	FY4	FY5
Revenue								
Cost of Sales								
Raw material								
Direct labour								
Gross Profit								
Other income								
Expenses								
Accounting and audit fees								
Advertising								
Depreciation								
Distribution cost								
Equipment leases								
Insurance								
Interest								
Motor vehicle expenses								
Office expense								
Other expenses								
Printing and stationery								
Rental, electricity, water								
Salaries and wages								
Directors' salaries								
Security costs								
Telephone								
Operating Profit								
Net Finance Costs								
Profit before tax								
Taxation								
<b>Net Profit</b>								
<b>RATIOS</b>								
Sales Growth								
Gross Profit								
Sales/Total Assets								
Return on Assets								
Interest cover								
Debt service cover ratio								
Return on Equity								

- *Cost analysis:*
  - *Cost of sales analysis*
- *Operating expenses:*
  - *Details of assumption used for every expense*
  - *Inflationary assumptions*
- *Margin analysis (Gross profit, EBITDA, NPAT)*
- *Breakeven analysis*
- *Key assumptions used*

## **ANNEXURE B – Information/ documents to be furnished**

*If not provided yet and if applicable:*

- *Letter from Dean giving permission for student to conduct business*
- *Tax clearance certificate (where applicable)*
- *ID doc*
- *Company registration documents*
- *BEE certificate (where applicable)*
- *Industry and regulatory compliance documents*
- *Business and liability insurance (where applicable)*

## **ANNEXURE C - UWC contact details**

### **Centre for Entrepreneurship and Innovation**

Charleen Duncan

Tel: 021 959 9551

Email: [cduncan@uwc.ac.za](mailto:cduncan@uwc.ac.za)

Wendy Mehl

Tel: 021 959 9549

Email: [wmehl@uwc.ac.za](mailto:wmehl@uwc.ac.za)

### **Business Development Office**

Irfaan Dalvie

Tel: 021 959 3654

Email: [idalvie@uwc.ac.za](mailto:idalvie@uwc.ac.za)

Ansaaf Diedericks (switchboard)

Tel: 021 959 2603

Email: [adiedericks@uwc.ac.za](mailto:adiedericks@uwc.ac.za)

General: [busdev@uwc.ac.za](mailto:busdev@uwc.ac.za)