



Anglo Zimele is Anglo American's business development and empowerment initiative

The Outline of a Typical Business Plan

1. EXECUTIVE SUMMARY
2. INTRODUCTION AND BACKGROUND (including project status)
3. DESCRIPTION OF BUSINESS AND OFFERING
4. TERMINOLOGIES, SCOPE AND TERMS OF REFERENCE
5. MARKET ANALYSIS (GLOBAL/LOCAL/REGIONAL)
 - 5.1. Market overview and structure
 - 5.2. Market size and share
 - 5.3. Market segments
 - 5.4. Target markets
 - 5.5. Customer and supplier profile (include trade references as annexures)
 - 5.6. Imports / exports
 - 5.7. Trends and growth (both past and future)
 - 5.8. Demand / supply analysis
 - 5.9. Prices, quality and promotion
 - 5.10. Market research
6. INDUSTRY ANALYSIS
 - 6.1. Industry structure
 - 6.2. Value chain analysis
 - 6.3. Competitive position
 - 6.4. Competitive advantage
 - 6.5. Key success factors

7. BUSINESS PROPOSITION AND OPPORTUNITY

- 7.1. Strategy
- 7.2. Direction / vision
- 7.3. Objectives / targets
- 7.4. SWOT analysis (Strengths and Weakness; Opportunities and Threats)
- 7.5. Networks and strategic alliances
- 7.6. Price and form of transaction

8. TECHNOLOGY / OPERATIONS/ LOGISTICS

- 8.1. Premises and facilities
- 8.2. Nature of operations
- 8.3. Product / process technology
- 8.4. Production and distribution
- 8.5. Maintenance
- 8.6. Stocks
- 8.7. Research and development

9. MANAGEMENT AND HUMAN RESOURCES

- 9.1. Organogram
- 9.2. Management profile of key role players
- 9.3. Resources, skills and tasks
- 9.4. Training
- 9.5. Remuneration and incentivisation

10. FINANCIAL AND BUSINESS SYSTEMS

- 10.1. Historical financial analysis – last three years' income statements, balance sheet and cashflows
- 10.2. Projections / forecasts – for 3 years (including parameters and assumptions)
- 10.3. Summary of financial models
- 10.4. Segmental analysis
- 10.5. Cost, volume, price and profit analysis

- 10.6. Ratio analysis
- 10.7. Sensitivity analysis (key variables)
- 10.8. Cash situation and taxation
- 10.9. Risk / return assessment
- 10.10. Financing requirements, terms and structure
- 10.11. Information systems and internal controls
- 10.12. Accounting policies
- 10.13. Reporting

11. IMPLEMENTATION

This includes auditors, board of directors, secretarial, banking and public relations matters

12. LEGAL ASPECTS

This includes legal agreements and insurance policies

13. ACTION PLAN WITH TIME SCALES

14. CONTINGENCY PLANS AND ALTERNATIVES

15. CONCLUSION AND RECOMMENDATIONS

Overall assessment of people/entrepreneurs, market attractiveness/niche, opportunity, context and risk/reward

16. RELEVANT ANNEXURES
