

Your Business Plan is Ready

Courtesy of Qabam (Pvt) Ltd

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1.0 Executive Summary

The purpose of this business plan is to secure R117 143 in order to fund the purchase, marketing, and staffing requirements for Munchies' Food Truck restaurant in Free State, South Africa. Munchies' Food Truck was founded by Chef Veetkok, in 2022. The funds invested will help launch the business and continue operations until the business is self sustainable

The Market

Food trucks have been prevalent in the food industry since the mid-1900s, with increasing popularity as time goes on. There are currently over 20,000 food trucks operating nationwide, and that number is expected to increase by 20% over the next 3 years. Furthermore, it is predicted that the food truck component of the food industry will be worth R6.2 billion within the next 5 years. At this time, there are 30 food trucks operating in Free State and surrounding cities. These food trucks offer limited food products at inflated prices and are open during limited business hours.

Our market research has revealed to us that consumers in Free State want more affordable food options, larger portion sizes, and a wider variety of food offerings at a single establishment. Being able to satisfy those factors, in conjunction with the flexibility of our business hours, will help set us apart from the competition

The Company

After working in the food service industry for 10 years each, Veetkok decided he was ready to take on a new venture providing quality food service to broader segments of the community. Building off his expertise, he intends to start a food truck business in Ventersburg, South Africa.

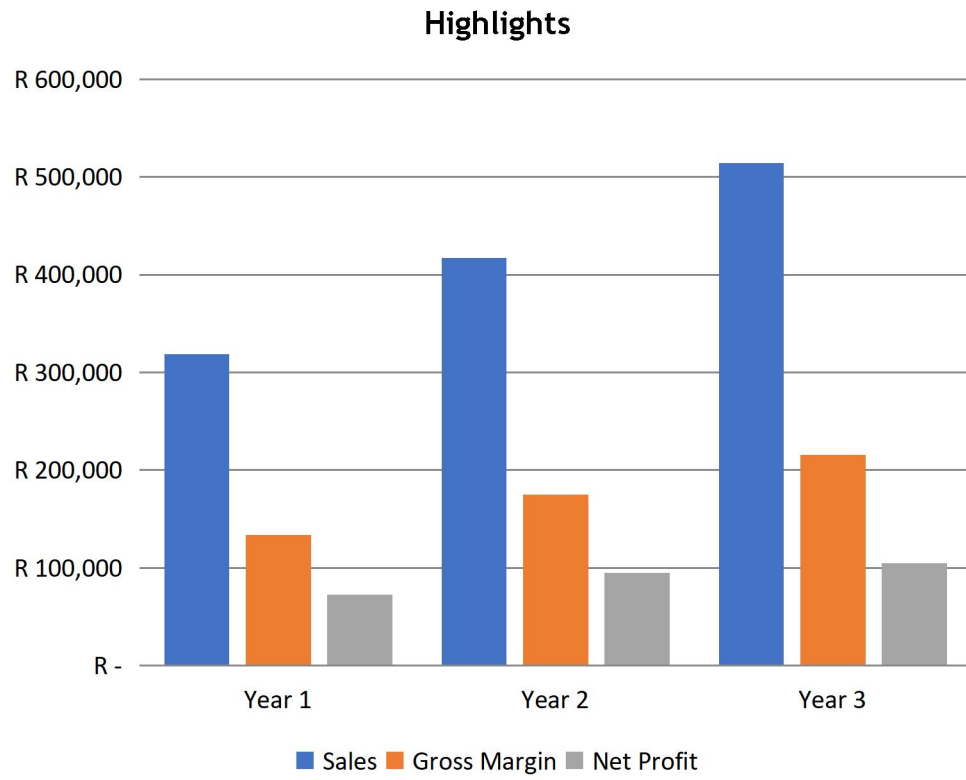
Upon starting operations, Munchies' Food Truck will sell a wide range of food offerings. We will provide high quality food and outstanding customer service. What will set Munchies' Food Truck apart from the competition is our commitment to providing our food and services in multiple locations for the convenience of our customers

Munchies' Food Truck will follow three concise strategies to achieve the desired growth:

- Develop a strong branding campaign to build awareness, positive perception and sales of our products within our target markets.
- Continue to develop new products to satisfy an ever growing set of markets.

Based on detailed financial projections, Munchies Food Truck will require **R132 493** in start-up capital and will generate positive cash flow in its first month of operation of Year 1. By the end of Year 3 the company will be generating **R104 396** in sales with sizeable net profit. Munchies Food Truck offers investors a company with substantial growth potential, cushioned by revenue generating stability.

Chart: Highlights



1.1 Mission

Our mission is to provide quality and authentic food to our community in a convenient and affordable way enhancing the quality of our customers' lives.

1.2 Key(s) to Success

Our customers reside, shop, and work in the cities of Ventersburg, Free State, and surrounding areas within a 1.5km radius. Our food truck will be in these various locations throughout the week on a rotating schedule and will adjust the scheduling according to high traffic and high demand.

1.3 Objectives

- Acquire all equipment needed to begin operations by August 30th.
- Become the specialty on the go fast provider of choice for restaurants and fast food joints across the Free State by December of Year 1.
- Achieve sales of R1 million by the end of Year 5.

2.0 Company Summary

Munchies, Pvt Ltd was founded by chef Veetkok, in 2022. It operates in Free State, Ventersburg, and was created as a Limited Liability Company. Munchies' food truck offers fast food on the go.

2.1 Company Ownership

The founder **Veetkok MaRoodt** will retain 100% of the equity in the company.

2.2 Start-up Summary

The start-up capital obtained through investments and loans will be used for equipment, kitchen supplies, food purchases, and associated permits and licensing. Equipment will amount to approximately R44 214, and remaining costs are estimated to be around R72 928. Veetkok will also invest R15 000 for cash-on-hand at starting date.

The key elements in the start-up plan for the company are:

- Acquiring of equipment / assets
- Funding of working capital requirements and promotional materials for the principal operating activities of the company.
- Establishing a strong brand image early to position ourselves in the market.

Chart: Start-up

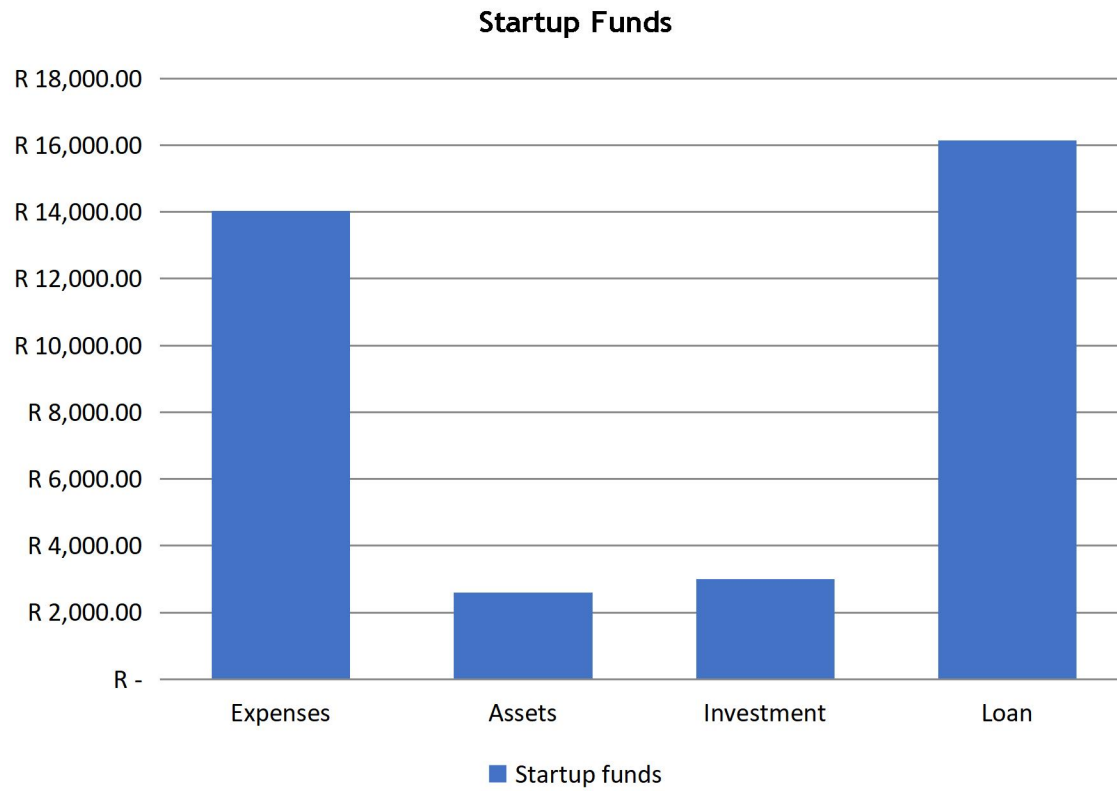


Table: Start-up

<i>Start-up</i>	
Requirements	
Start-up Expenses	
Certification	R175
Marketing	R350
Licenses	R3500
Other	R5150
Total Start-up Expenses	R9175
Start-up Assets	
Cash Required	R15000
Start-up Inventory	R64104
Other Current Assets	R0
Long-term Assets	R44214
Total Assets	R123318
Total Requirements	R132493

Table: Start-up Funding

<i>Start-up Funding</i>	
Start-up Expenses to Fund	R9175
Start-up Assets to Fund	R123318
Total Funding Required	R132493
Assets	
Non-cash Assets from Start-up	R108318
Cash Requirements from Start-up	R15000

Appendix

Additional Cash Raised	R0
Cash Balance on Starting Date	R15000
Total Assets	R123318
Liabilities and Capital	
Liabilities	
Current Borrowing	R0
Long-term Liabilities	R117493
Accounts Payable (Outstanding Bills)	R0
Other Current Liabilities (interest-free)	R0
Total Liabilities	R117493
Capital	
Planned Investment	
Veetkok MaRoodt	R15000
Other Investor(s)	R0
Additional Investment Requirement	R0
Total Planned Investment	R15000
Loss at Start-up (Start-up Expenses)	(R9175)
Total Capital	R5825
Total Capital and Liabilities	R123284
Total Funding	R132493

2.3 Company Locations and Facilities

Munchies Food Truck will have a rotating schedule targeting busy areas when they have a lot of traffic. Munchies' food truck will operate in Ventersburg, Free State Province in South Africa.

The Business plan comes with the full Cost Breakdown Sheet with detailed breakdown of all costs and manufacturing recipes.

3.0 Products

Upon starting operations, Munchies' Food Truck will sell a wide range of food offerings. We will provide high quality food and outstanding customer service. What will set Munchies' Food Truck apart from the competition is our commitment to providing our food and services in multiple locations for the convenience of our customers.

3.1 Product Description

Munchies' Food Truck will offer a wide range of food options, which include:

- Burgers
- Shawarmas
- Kotas
- Russian Sausages
- French fries
- Beverages

3.2 Competitive Comparison

- Munchies' food truck offerings will be in bigger portions compared to other food trucks
- Prices will be fair
- Quality and tasty food courtesy of the founder's experience working as chef for more than 10 years in the restaurant business

3.3 Sales Literature

In order to sell our product while creating familiarity and a positive brand image, it will be necessary to develop fliers and run social media ads to build brand awareness and highlight the beneficial attributes of customers purchasing our products. These will be delivered in person, to street hawkers and via social media.

3.4 Sourcing

The key in our success will lay in acquiring organic inputs to enhance flavor at a cheap price. Munchies' Food Truck plans to source its ingredients from local farmers markets and small businesses in the Ventersburg area. We will also use ingredients grown in a private garden

maintained by Veetkok containing organically grown vegetables and herbs. We will ensure that the ingredients we use are of the highest quality in order to provide delectable food offerings.

We plan to establish and foster positive working relationships with local vendors that we partner with in the area to help ensure our inventory needs are met in a cost-efficient manner. With the experience Veetkok gained working in Restaurant in his 10 years career as a Chef combined with market research, we can ensure that the amount of ingredients needed are accurately projected from week-to-week.

3.5 Future Products

Additional products, will be added as the business grows responding to the market needs.

4.0 Market Analysis Summary

At this time, there are 30 food trucks operating in the Free State Province and surrounding cities. These food trucks offer limited food products at inflated prices and are open during limited business hours.

4.1 Market Segmentation

In a survey conducted and distributed to local food vendors, we found that those who go out to eat spend roughly R3000 a month. Of that, approximately R1200 each month is spent at food trucks.

We anticipate that 19- to 35-year old patrons will make up 80% of our revenue. These will be business professionals making an income ranging from R10 000 to R50 000. The average amount spent at our food truck will be approximately R65 000 a month for the first year.

4.2 Industry Analysis

Our market research has revealed to us that consumers in Ventersburg want more affordable food options, larger portion sizes, and a wider variety of food offerings at a single establishment. Being able to satisfy those factors, in conjunction with the flexibility of our business hours, will help set us apart from the competition.

4.2.2 Competition and Buying Patterns

Customers select products based on price and quality and familiarity. They typically select a product based on price, availability, and convenience. We will carry out our marketing approach to highlight the advantages of our food in a friendly and casual manner.

4.2.3 Main Competitors

Currently, there are food trucks locally that offer similar food products. However, the portion sizes are smaller, and the prices are higher.

Here are our direct competitors in Small Town:

- Khust's Pizza, specializing in pizza
- Jelly Kunger, specializing in burgers and chips
- Howie's Hamburgers, specializing in hamburgers

4.2.4 Industry Participants

The food truck business is highly fragmented. There are more than twenty food trucks that compete in the market with new entrants springing up everywhere.

4.3 Target Market Segment Strategy

Our initial market will consist of working professional between the ages of 19 – to – 35 years.

4.3.1 SWOT Analysis

- **Strengths**

- o Location
- o Easy access
- o Fast service
- o Large portions
- o Wide variety of offerings
- o High quality
- o Fresh ingredients

- **Weaknesses**

- o No dedicated seating area
- o Lack of brand recognition
- o Colder weather during the winter months

- **Opportunities**

- o High-traffic area for business professionals
- o Partner with local vendors offering products that complement ours
- o Leverage existing relationships with local farmers markets

- **Threats**

- o Existing food trucks adopting our business model
- o New food trucks entering the market and increasing competition

5.0 Strategy and Implementation Summary

Our target buyers reside, shop, and work in the cities of Ventersburg, Free State Province, and surrounding areas within a 1.5km radius. Our food truck will be in these various locations throughout the week on a rotating schedule and will adjust the scheduling according to high-traffic and high-demand areas.

5.1 Competitive Edge

Through successful branding, high quality products, competitive prices and excellent customer service, Munchies' food truck, will develop brand recognition and loyalty beyond any competitor. As new comer on the scene, we are aware of the disadvantage of competing with already established businesses. However, we intend to use this to our advantage by enticing customers to try new offerings and hooking them thereafter with our tasty and mouth watering food.

5.3 Marketing Strategy

Munchies' Food Truck will use a combination of marketing methods, including social media, flyers, coupons and word of mouth. We also plan to partner with local vendors to get the word out about our restaurant. For example, we plan to provide samples at Vino's Winery and Bob's Brewery to increase our primary customer base and to generate awareness about our business.

5.3.1 Marketing Programs

Our partnerships with Vino's Winery and Bob's Brewery enable us to leverage the customer base of those establishments in order to grow ours. We plan to offer samples and discounts and hand out coupons to customers who purchase drinks at those businesses.

Additionally, we will hand out and hang up flyers in high-traffic areas during the first few months of operation. We also plan to utilize traditional social media platforms to hold contests and advertise promotional events to get the word out about our business.

5.3.2 Pricing Strategy

Retail pricing for our products will generally fall within a 30%-50% Gross Profit range. This means our products will be attractive to extremely price sensitive customers. The market for fast food is generally elastic hence our products are regarded as wants not needs hence the need for competitive prices to make sales.

5.4 Sales Strategy

We will offer lower prices on our menu compared to competitors, accompanied by high quality service and food offerings. Our core offerings will include chicken & chips, burgers, shawarmas and kotas. We will use a combination of locally sourced ingredients, and ingredients grown in our privately-owned organic garden. We will adopt a cash and carry approach and will not offer credit purchases on all our products. Proceeds from sales will be invested back into developing and expanding the business.

5.4.1 Sales Forecast

Beginning with initial monthly sales of R37 821 for all our products, we predict sales will increase by 3% per month for the first year. We then calculate a growth rate of 33% yearly. Cost of Goods Sold is approximately 60% of sales.

Table: Sales Forecast

<i>Sales Forecast</i>	Year 1	Year 2	Year 3
Sales			
Chicken & Chips	R115632	R150192	R171792
Plain French Fries	R57816	R75096	R85896
Standard Burger	R63598	R82606	R94486
Standard Burger & Chips	R144511	R187702	R214697
Double Burger	R77088	R100128	R114528
Kota	R34690	R45058	R56818
Shawarmas	R46253	R60077	R67277
Russian Sausage & Chips	R52998	R68838	R78738
Hot Dogs	R43362	R56322	R64422
440ml Coke Cans	R202356	R262836	R300636
Total Sales	R838303	R1088854	R1249289
Direct Cost of Sales	R514757	R668607	R764763

Chart: Sales Monthly

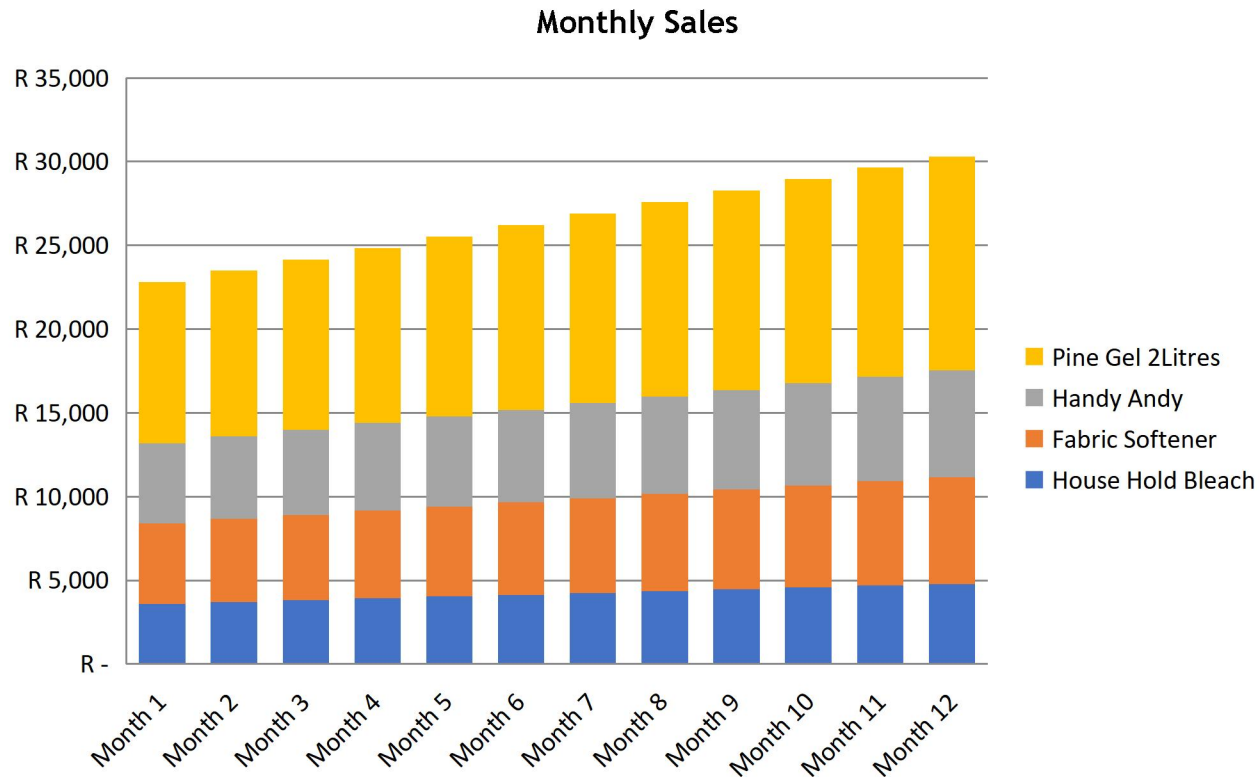
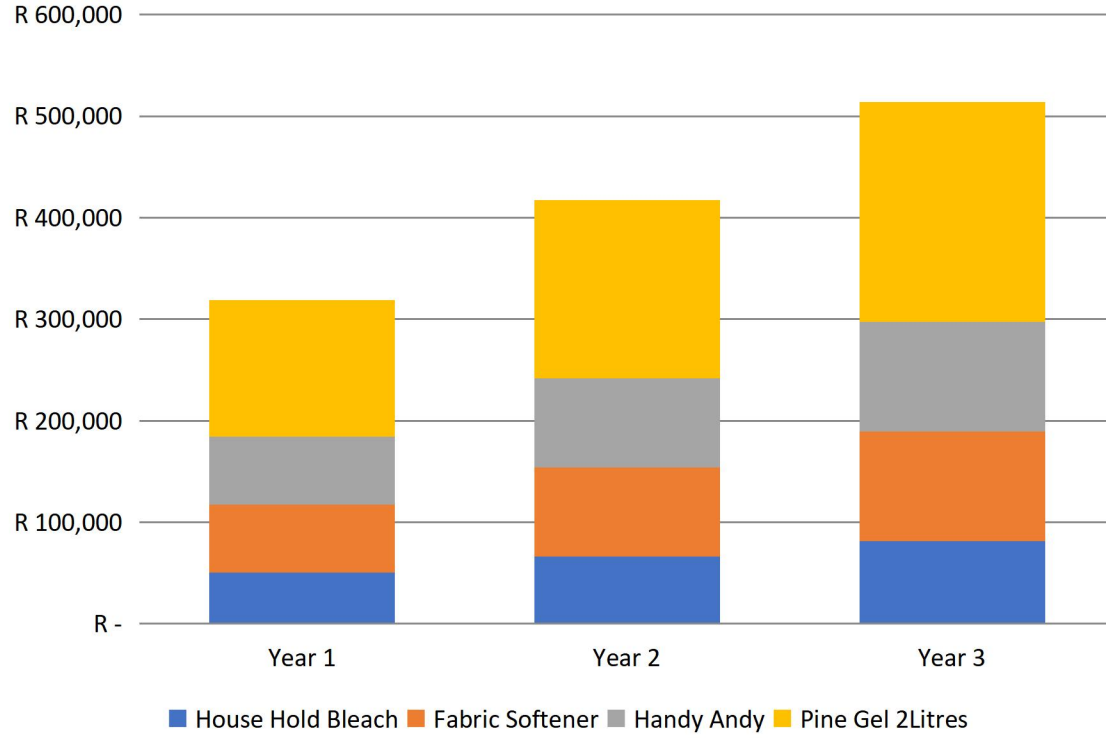


Chart: Sales by Year

Sales by Year



5.5 Milestones

1. Complete Business Plan
2. Acquire funding
3. Purchase Equipment
4. Begin Manufacturing
5. Marketing
6. Break Even
7. Begin Expansion

6.0 Management Team

The owner will handle financial responsibilities of the business. He will be responsible for making direct sales, marketing, and all other operational tasks involved with making the business successful and will oversee all company decisions.

Founder Profile:

Veetkok MaRoodt:

Veetkok MaRoodt is the founder and head chef at Munchies' Food Truck restaurant. He received a master's degree in Culinary Arts from Culinary University in 2010. Veetkok has a desire to connect with his customers out in the community, which Munchies' Food Truck gives him the opportunity to do.

Board of Advisors:

Qabam Digital Agency South Africa: With over ten years as business consultants, Qabam Digital Agency will avail some of its best consultants to help provide insight on the best decisions to take. Qabam Digital Agency uses a quantitative approach to business management and will recommend decisions based on collected data.

6.1 Personnel Plan

Appendix

At this time, the personnel plan calls for a minimum of one cook and one assistant who will greet customers, take orders, and assist the chef. Currently, **Veetkok MaRoodt** will operate as the head chef (or cook), while an assistant takes orders and payment, and assists Veetkok where needed.

In the first year, assumptions are that there will only be two workers in the food truck to execute and manage operations. As demand increases, we will purchase another food truck and hire an additional assistant to support the head chef.

Table: Personnel

<i>Personnel Plan</i>	Year 1	Year 2	Year 3
Veetkok MaRoodt	R42 000	R54 000	R60 000
Employee #1	R42 000	R48 000	R54 000
Total People	1	1	1
Total Payroll	R84 000	R102 000	R114 000

7.0 Financial Plan

Based on market research, we expect the business to begin growing at 3% per month for the first 12 months, then at a yearly rate of 33% for the next two years. We expect the highest performance during the months of November and December in our sales forecast, due to the summer season and high rate of foot traffic.

In addition, our business will almost immediately have a positive cash flow, allowing us the flexibility to cover any unforeseen expenses. To provide an exhibition of a worst-case scenario, sales projections are deliberately calculated low.

7.1 Important Assumptions

Sales

- Sales will be made on a cash and carry basis, the industry standard
- To be flexible in meeting the customer demand, we plan to maintain a minimal stock of product at all times

Market

- Initial target markets include busy spots in the Free State Province.
- Projections related to consumer acceptance were estimated using market surveys.

7.2 Key Financial Indicators

Sales - Our sales are projected to grow at a consistent rate of 33% yearly, and we believe this accurately reflects the realistic growth our product would be capable of attaining if we can properly execute our sales and marketing strategies.

Gross Margin - As we grow, become more efficient, and gain economies of scale we begin to see a slight growth in our margins.

Operating Expenses - In 2023 and 2024 we see an increase in the number of operating expenses that we will incur. We begin incurring larger costs involving advertising, promotion, marketing, and payroll expenses.

Inventory Turnover - We will begin operations with a preliminary purchase of R13 238 raw materials. Our preliminary forecast suggests that for us to be flexible in meeting customer demand we will need to maintain a minimal inventory stock. We estimate that, on average, we will keep a weeks' worth of inventory on hand.

7.4 Projected Cash Flow

Overall, our business is expected to generate sufficient cash flows. Our cash balance will, among other things, depend on the level of inventory we decide to keep. At the moment, our projections in this respect are preliminary and we expect to fine-tune them as the demand for our products grows

Chart: Cash

Cash

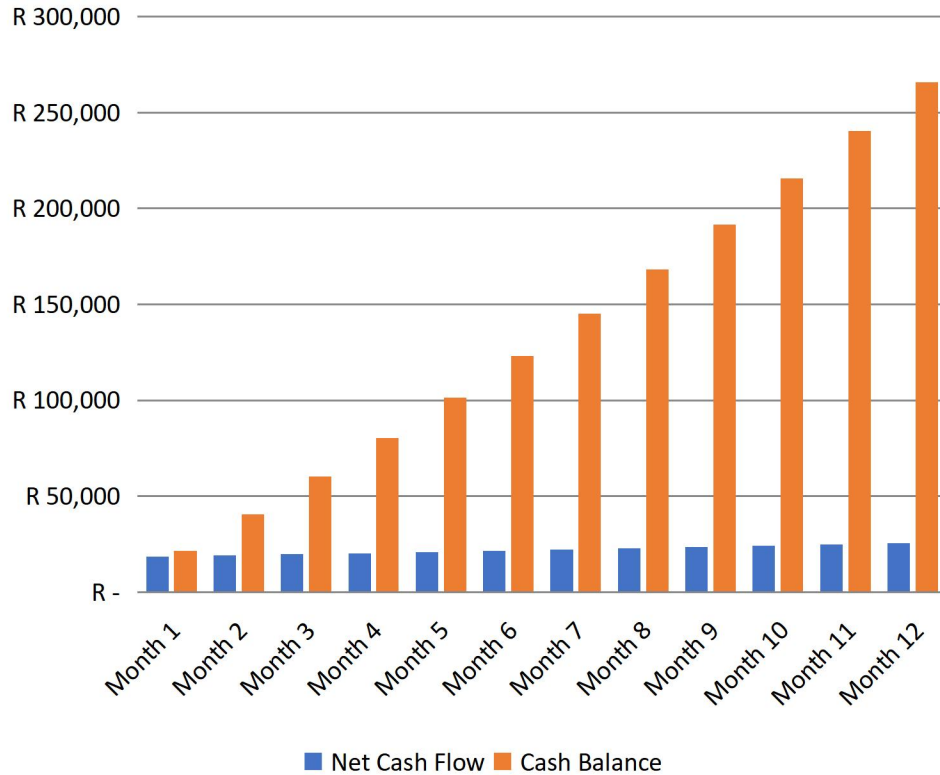


Table: Cash Flow

<i>Pro Forma Cash Flow</i>			
	Year 1	Year 2	Year 3
Cash Received			
Cash from Operations			
Cash Sales	R838303	R1088854	R1249289
Cash from Receivables	R0	R0	R0
Subtotal Cash from Operations	R838303	R1088854	R1249289

Appendix

Additional Cash Received			
Sales Tax, VAT, HST/GST Received	R0	R0	R0
New Current Borrowing	R0	R0	R0
New Other Liabilities (interest-free)	R0	R0	R0
New Long-term Liabilities	R0	R0	R0
Sales of Other Current Assets	R0	R0	R0
Sales of Long-term Assets	R0	R0	R0
New Investment Received	R0	R0	R0
Subtotal Cash Received	R838303	R1088854	R1249289
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	R84 000	R102 000	R114 000
Bill Payments	R17581	R287977	#####
Subtotal Spent on Operations	R259081	R389977	#####
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	R0	R0	R0
Principal Repayment of Current Borrowing	R0	R0	R0
Other Liabilities Principal Repayment	R0	R0	R0
Long-term Liabilities Principal Repayment	R60000	R120000	R120000
Purchase Other Current Assets	R0	R0	R0
Purchase Long-term Assets	R0	R0	R0
Dividends	R0	R0	R0
Subtotal Cash Spent	R319081	R528147	#####
Net Cash Flow	R56259	R70706	R69834
Cash Balance	R539222	R1118099	R1839241

7.5 Projected Profit and Loss

Our profit and loss projections reflect our expectation that monthly fixed costs will remain constant over the course of the first year.

Chart: Profit Monthly

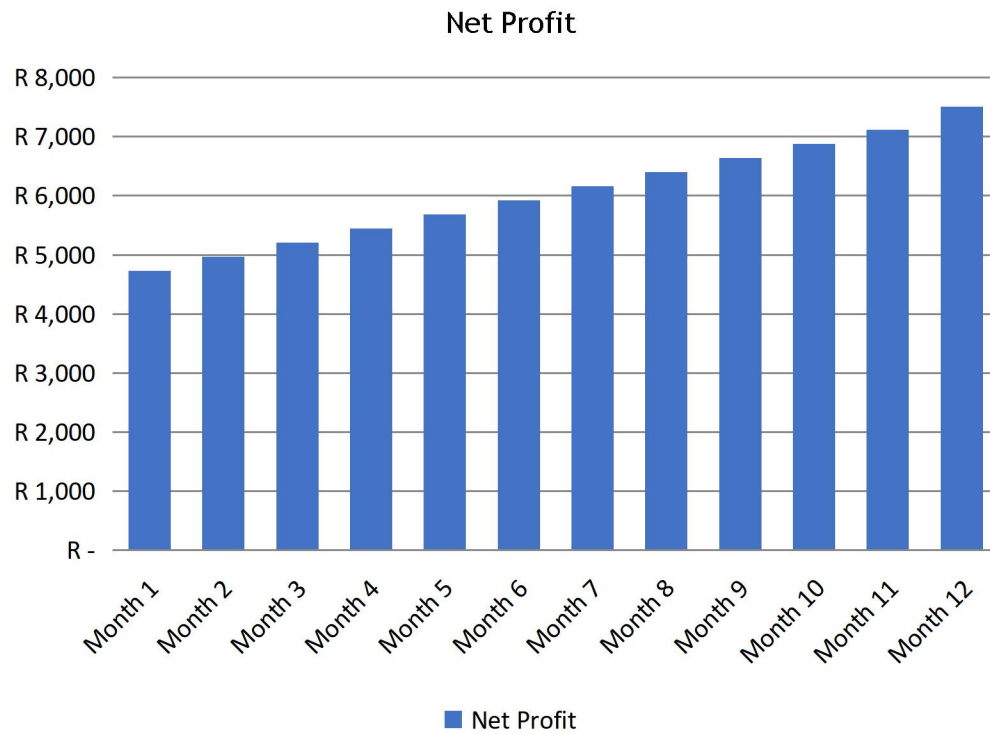


Chart: Profit Yearly

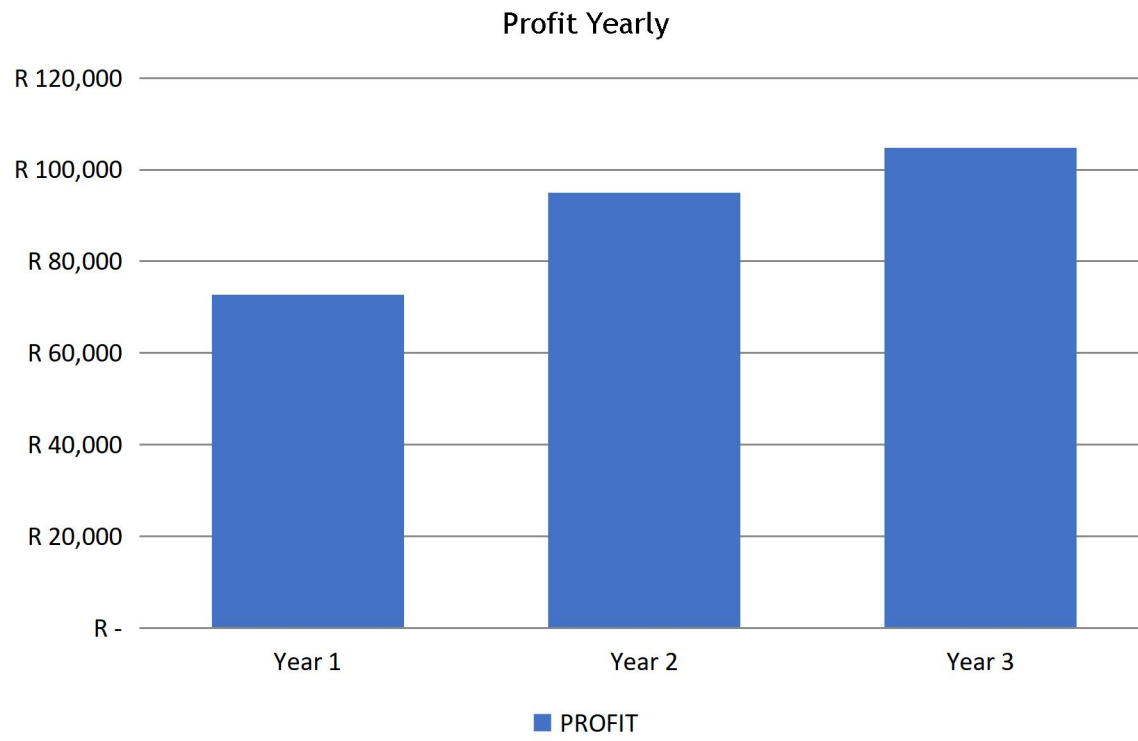


Chart: Gross Margin Monthly

Gross Margin Monthly

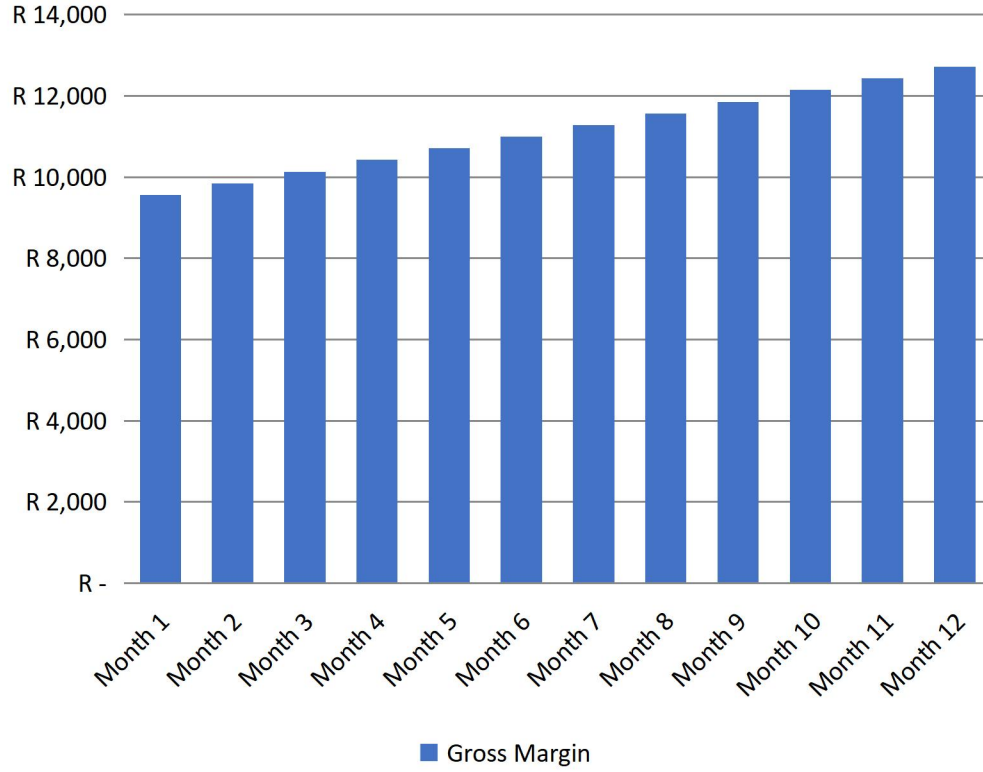
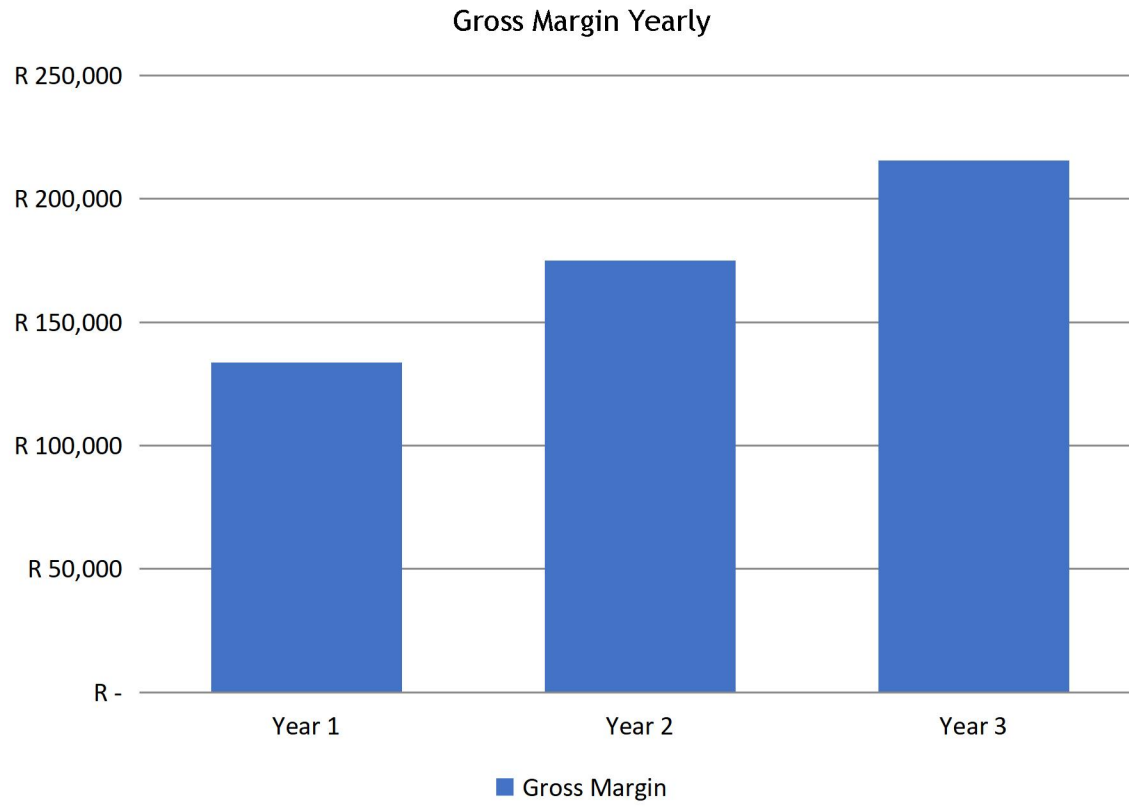


Chart: Gross Margin Yearly



Appendix

Table: Profit and Loss

<i>Pro Forma Profit and Loss</i>	Year 1	Year 2	Year 3
Sales	R838303	R1088854	R1249289
Direct Cost of Sales	R514757	R668607	R764763
Other	R0	R0	R0
Total Cost of Sales	R514757	R668607	R764763
Gross Margin	R323546	R420248	484,526
Gross Margin %	38.6%	38.6%	38.6%
Expenses			
Payroll	R84 000	R102 000	R114 000
Payroll Taxes	R0	R0	R0
Depreciation	R11844	R11844	R11844
Marketing	R4200	R4200	R4.200
Insurance	R3192	R3192	R3192
Utilities	R53864	R52318	R57079
Other	R22990	R26247	R28283
Total Operating Expenses	R180087	R199801	R218598
Profit Before Interest and Taxes	R143,460	R220446	R265928
EBITDA	R155301	R232290	R277772
Interest Expense	R33044	R11444	R0
Taxes Incurred	R58681	R76220	R87450
Net Profit	R51734	R132782	R178477
Net Profit/Sales	6.2%	12.2%	14.3%

7.6 Projected Balance Sheet

As sales increase we expect that inventory turnover rate to increase.

Our only significant Accounts Payable will be Inventory, which are a direct reflection of the level of inventory on hand. We will be paying off our Accounts Payable in accordance with sale of inventory. Therefore, as we begin to sell more fast food, we will be increasingly capable of meeting our obligations in a timelier manner, ensuring that we have enough cash on hand to cover our short term liabilities.

Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>	Year 1	Year 2	Year 3
Assets			
Current Assets			
Cash	R539,222	R1,118,099	R1,839,241
Other Current Assets	R65,000	R65,000	R65,000
Total Current Assets	R604,222	R1,183,099	R1,904,241
Long-term Assets			
Long-term Assets	R44,214	R44,214	R44,214
Accumulated Depreciation	R29,180	R58,360	R87,540
Total Long-term Assets	R15,034	(R14,146)	(43,326)
Total Assets	R619,256	R1,168,953	R1,860.915
Liabilities and Capital	Year 1	Year 2	Year 3

Appendix

Current Liabilities			
Accounts Payable	R540,153	R1,143,255	R1,840,347
Current Borrowing	R0	R0	R0
Other Current Liabilities	R0	R0	R0
Subtotal Current Liabilities	R540,153	R1,143,255	R1,840,347
Long-term Liabilities	R64,289	R4,289	R0
Total Liabilities	R604,442	R1,147,514	R1,840,347
Paid-in Capital	R15,000	R15,000	R15,000
Retained Earnings	(9,175)	(9,175)	(9,175)
Earnings	R8,989	R15,615	R14,743
Total Capital	R14,814	R21,440	R20,568
Total Liabilities and Capital	R619,256	R1,168,953	R1,860,915
Net Worth	R14,814	R21,440	R20,568

Appendix

<i>Sales Forecast</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales												
House Hold Bleach	R4,896	R5,004	R5,112	R5,220	R5,328	R5,436	R5,544	R5,652	R5,760	R5,868	R5,976	R6,084
Fabric Softener	R6,528	R6,672	R6,816	R6,960	R7,104	R7,248	R7,392	R7,536	R7,680	R7,824	R7,968	R8,112
Handy Andy	R6,528	R6,672	R6,816	R6,960	R7,104	R7,248	R7,392	R7,536	R7,680	R7,824	R7,968	R8,112
Pine Gel 2Litres	R13,056	R13,344	R13,632	R13,920	R14,208	R14,496	R14,784	R15,072	R15,360	R15,648	R15,936	R16,224
Total Sales	R31,008	R31,692	R32,376	R33,060	R33,744	R34,428	R35,112	R35,796	R36,480	R37,164	R37,848	R38,532
Cost of Sales												
Direct Cost of Sales	Month 1 #####	Month 2 #####	Month 3 #####	Month 4 #####	Month 5 #####	Month 6 #####	Month 7 #####	Month 8 #####	Month 9 #####	Month 10 #####	Month 11 #####	Month 12 #####
Other	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Subtotal Direct Cost of Sales	R18,004	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####

Sales	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Chicken + Chips	R8,496	R 8,784	R 8,784	R 9,216	R 9,360	R9,504	R9,504	R9,792	R9,936	R10,224	R10,512	R11,520
								R	R	R	R	R
Plain Chips	R4,248	R4,392	R4,392	R 4,608	R 4,680	R4,752	R4,752	4,896	4,968	5,112	5,256	5,760
	R	R	R	R	R	R	R	R	R	R	R	R
Standard Burger	4,673	4,831	4,831	5,069	5,148	5,227	5,227	5,386	5,465	5,623	5,782	6,336
Standard Burger + chips	R 10,618	R 10,978	R 10,978	R 11,518	R 11,698	R 11,878	R 11,878	R 12,238	R 12,418	R 12,777	R 13,137	R 14,397
	R	R	R	R	R	R	R	R	R	R	R	R
Double Burger	5,664	5,856	5,856	6,144	6,240	6,336	6,336	6,528	6,624	6,816	7,008	7,680
	R	R	R	R	R	R	R	R	R	R	R	R
Kota	2,549	2,635	2,635	2,765	2,808	2,851	2,851	2,938	2,981	3,067	3,154	3,456
	R	R	R	R	R	R	R	R	R	R	R	R
Shawarma	3,398	3,514	3,514	3,686	3,744	3,802	3,802	3,917	3,974	4,090	4,205	4,608

Appendix

Russian + chips	R 3,894	R 4,026	R 4,026	R 4,224	R 4,290	R 4,356	R 4,356	R 4,488	R 4,554	R 4,686	R 4,818	R 5,280
Hot Dogs	R 3,186	R 3,294	R 3,294	R 3,456	R 3,510	R 3,564	R 3,564	R 3,672	R 3,726	R 3,834	R 3,942	R 4,320
400 ml Can	R 14,868	R 15,372	R 15,372	R 16,128	R 16,380	R 16,632	R 16,632	R 17,136	R 17,388	R 17,892	R 18,396	R 20,160
Sales	R 61,594	R 63,682	R 63,682	R 66,814	R 67,858	R 68,902	R 68,902	R 70,990	R 72,034	R 74,121	R 76,209	R 83,517
Total Sales	R 61,594	R 63,682	R 63,682	R 66,814	R 67,858	R 68,902	R 68,902	R 70,990	R 72,034	R 74,121	R 76,209	R 83,517
Cost of Sales	R 37,821	R 39,104	R 39,104	R 41,027	R 41,668	R 42,309	R 42,309	R 43,591	R 44,232	R 45,514	R 46,796	R 51,283
Income Tax	R 4,312	R 4,458	R 4,458	R 4,677	R 4,750	R 4,823	R 4,823	R 4,969	R 5,042	R 5,189	R 5,335	R 5,846
Merchant Fees	R 801	R 828	R 828	R 869	R 882	R 896	R 896	R 923	R 936	R 964	R 991	R 1,086

Appendix

Table: Personnel

<i>Personnel Plan</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Mamotse Mafabatho	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000
Total People	1	1	1	1	1	1	1	1	1	1	1	1
Total Payroll	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000

Appendix

Table: Profit and Loss Year 2

<i>Pro Forma Profit and Loss</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales	31,008	31,692	32,376	33,060	33,744	34,428	35,112	35,796	36,480	37,164	37,848	38,532
Direct Cost of Sales	R18,004	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Other	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Total Cost of Sales	R18,004	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Gross Margin	R13,004	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Gross Margin %	41.94%	41.94%	41.94%	41.94%	41.94%	41.94%	41.94%	41.94%	41.94%	41.94%	41.94%	41.94%
Expenses												
Payroll	R3,000	R3,000	R3,000	R3,000	3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000
Depreciation	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Marketing	R300	R300	R300	R300	R300	R300	R300	R300	R300	R300	R300	R300
Utilities	R500	R500	R500	R500	R500	R500	R500	R500	R500	R500	R500	R500
Total Operating Expenses	R 4,233	R4,233	R4,233	R4,233	R4,233	R4,233	R4,233	R4,233	R4,233	R4,233	R4,233	R4,233
Profit Before Interest and Taxes	R8,771	R9,058	R9,344	R9,631	R9,918	R10,205	R10,492	R10,779	R11,065	R11,352	R11,639	R11,926
EBITDA	R9,204	R9,491	R9,777	R10,064	R10,351	R10,638	R10,925	R11,212	R11,498	R11,785	R12,072	R12,359
Interest Expense	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Taxes Incurred	R2,171	R2,218	R2,266	R2,314	R2,362	R2,410	R2,458	R2,506	R2,554	R2,601	R2,649	R2,697
Net Profit	R6,600	R6,839	R7,078	R7,317	R7,556	R7,795	R8,034	R8,273	R8,512	R8,751	R8,990	R9,229
Net Profit/Sales	21.3%	21.6%	21.9%	22.1%	22.4%	22.6%	22.9%	23.1%	23.3%	23.5%	23.8%	24.0%

Appendix

Table: Cash Flow Year 2

<i>Pro Forma Cash Flow</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Received												
Cash from Operations												
Sales	R31,008	R31,692	R32,376	R33,060	R33,744	R34,428	R35,112	R35,796	R36,480	R37,164	R37,848	R38,532
Subtotal Cash from Operations	R31,008	R31,692	R32,376	R33,060	R33,744	R34,428	R35,112	R35,796	R36,480	R37,164	R37,848	R38,532
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00% R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
New Current Borrowing	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
New Other Liabilities (interest-free)	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
New Long-term Liabilities	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Sales of Other Current Assets	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Sales of Long-term Assets	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
New Investment Received	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Subtotal Cash Received	R31,008	R31,692	R32,376	R33,060	R33,744	R34,428	R35,112	R35,796	R36,480	R37,164	R37,848	R38,532
Expenditures	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Expenditures from Operations												
Cash Spending	R3,000	R3,000	R3,000	R3,000	3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000
Bill Payments	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Subtotal Spent on Operations	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Additional Cash Spent												
Sales Tax, VAT, HST/GST Paid Out	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Principal Repayment of Current Borrowing	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Other Liabilities Principal Repayment	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Long-term Liabilities Principal Repayment	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Purchase Other Current Assets	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Purchase Long-term Assets	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Dividends	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Subtotal Cash Spent	R5,971	R6,018	R6,066	R6,114	R6,162	R6,210	R6,258	R6,306	R6,354	R6,401	R6,449	R6,497
Net Cash Flow	R25,037	R25,674	R26,310	R26,946	R27,582	R28,218	R28,854	R29,490	R30,126	R30,763	R31,399	R32,035
Cash Balance	R290,869	R316,543	R342,853	R369,798	R397,380	R425,598	R454,453	R483,943	R514,069	R544,832	R576,230	R608,265

Appendix

Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Assets	Starting Balances												
Current Assets													
Cash		R290,869	R316,543	R342,853	R369,798	R397,380	R425,598	R454,453	R483,943	R514,069	R544,832	R576,230	R608,265
Other Current Assets		#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Total Current Assets		R308,869	R334,543	R360,853	R387,798	R415,380	R443,598	R472,453	R501,943	R532,069	R562,832	R594,230	R626,265
Long-term Assets													
Long-term Assets		R2,600	R2,600	R 2,600	R 2,600	R2,600	R 2,600	R2,600	R2,600	R2,600	R2,600	R2,600	R2,600
Accumulated Depreciation		#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Total Long-term Assets		R2,167	R1,734	R1,301	R868	R435	R2	R2,167	R1,734	R1,301	R868	R435	R2
Total Assets		R311,036	R336,277	R362,154	R388,666	R415,815	R443,600	R474,620	R503,677	R533,370	R563,700	R594,665	R626,267
Liabilities and Capital		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Liabilities													
Accounts Payable		R302,236	R327,238	R352,876	R379,149	R406,059	R435,805	R464,386	R493,204	R522,658	R552,749	R583,476	R617,438
Current Borrowing		R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Other Current Liabilities		R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Subtotal Current Liabilities		R302,236	R327,238	R352,876	R379,149	R406,059	R435,805	R464,386	R493,204	R522,658	R552,749	R583,476	R617,438
Long-term Liabilities		R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0	R0
Total Liabilities		R327,238	R352,876	R379,149	R406,059	R435,805	R464,386	R493,204	R522,658	R552,749	R583,476	R617,438	\$77,422
Paid-in Capital		R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000	R3,000
Retained Earnings		#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Earnings		R6,600	R6,839	R7,078	R7,317	R7,556	R7,795	R8,034	R8,273	R8,512	R8,751	R8,990	R9,229
Total Capital		#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Total Liabilities and Capital		R311,036	R336,277	R362,154	R388,666	R415,815	R443,600	R474,620	R503,677	R533,370	R563,700	R594,665	R626,267
Net Worth		R 8,800	R9,039	R9,278	R9,517	R9,756	R7,795	R10,234	R10,473	R10,712	R10,951	R11,190	R8,829

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