

# TEMPLATE FOR A BUSINESS PLAN

## Introduction

The Introduction must be completed last. It must portray a summary of the entire project. A brief summary of the financial implications of the project must also be included. The Introduction should not be more than 1 page. When describing the Project be specific and include targets you hope to achieve.

Your Business Plan must be aligned to the Strategic Plan and Annual Performance Plan of the Department of Sport and Recreation.

### Focus areas :

- Present a brief background of your Organization and the core business you are involved in.
- Describe your project/programme in broad outline.
- Present a summary of the financial implications for the project.
- Specify the target area and the number of participants you are targeting.

## Needs/Problems

Identify your Organizations needs and the needs of your targeted group. List some of the problem areas and challenges your Organization is faced with eg. high poverty, lack of qualified coaching personnel, etc.

- List the above after carefully researching your target market.
- List any lack of infrastructure - and consequences thereof .
- List any lack of human resources and organizational structure in the target area.

## Goals/Objectives

Set clearly defined goals and objectives for the programme /project. Set SMART goals. Ensure that your goals are specific, measurable, achievable, realistic and time bound. Ensure that your goals are aligned with the goals of the Department as set out in its Strategic Plan.

When setting out your goals make an effort to design them according to realistic targets.

Goal 1:

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Goal 2:

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Goal 3:

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Goal 4:

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Goal 5:

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## Procedures/Scope of Work

Detail the scope of work you intend to do. Give a detailed description of your project/programme. Be specific when you are detailing your programme. Avoid lengthy jargon that is irrelevant to the type of programme you intend to run.

AREA	VENUE OF EVENT	TYPE OF EVENT	TARGET [Group, Nos.]	MEETING COORDINATOR
Eg. Pongola	Pongola Academy	Rugby Coaching Clinic	U18 – 250 athletes from disadvantaged background	Thula Ntshangase

## Timetable

Design the roll-out plan for your programme/project. Set realistic time frames and work out the finer details after carefully researching your targets and the resources at your disposal. You will need to work backwards from commencement date of your Project/Programme to your first sitting of your Local Organizing Committee (LOC).

	DESCRIPTION OF WORK	START AND END DATES	RESPONSIBLE OFFICIAL
PHASE 1	Eg. Setting up LOC – Identifying job descriptions of members	2 March 2006 – 14 March 2006	Themba Khumalo



Total			

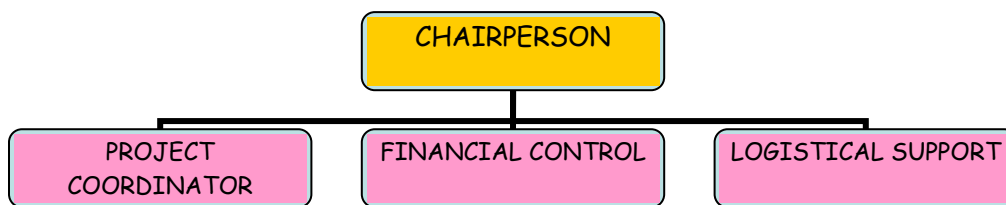
## 2] Detailed Budget

BUDGET DESCRIPTION	UNITS	UNIT COSTS	TOTAL
<b>Administration Expenses Per Diem</b>			
Eg .Competition Director			
Committee Members			
Administration cost - infrastructure, logistics, secretariat, etc			
<b>Technical Officials Per Diem</b>			
Technical Officials			
Volunteers			
Accommodation			
Transport			
<b>General Expenses</b>			
Equipment and hire of toilets			
Meals for officials, volunteers and administration staff			
Lunch packs for athletes			
Participation certificates			
Medals for top 3 athletes			
Hire of buses			
Transport expense for smaller communities			
Medical and first aid			
Water			
Casual labour			

Totals			

## Key Personnel

List the key personnel who will be involved in this project/programme. It is sometimes quite handy to submit an organogram of your structure. Attach contact details of all personnel in key positions.



## MARKETING

Outline your Organization's marketing strategy. Describe in detail the branding/naming rights that you will afford the sponsor. Details of any media launches that may be held and the person charged with handling this. List the media you intend to target.

## Evaluation

Indicate how you will evaluate the project/programme. What mechanisms will you use? Who will monitor the programme. How will you report this to your sponsors?

Ultimately the effectiveness of your programme will be monitored by the performances of your Organization at a higher level of competition.

## REPORTING

Determine the time frames for your reports to close out the project/programme. You may need to comply with the sponsors requirements in terms of reporting on your project. A draft report must be sent within 14 days of completing your project. This must be followed up with a comprehensive narrative and statistical report of the entire project. Ensure audited financial statements are attached and targets met are clearly defined. Submit all photographs, media clippings and other sources.