

Mme Re Ka Thusa Trust Fund

Application Form



Supporting and Promoting Women Entrepreneurship



Complete this application in full with all the required information, **including copies of your** business plan and financial projections (where applicable) [refer pages 5-6 for guidelines], incomplete applications will not be assessed.

Do not submit master/original copies, all documents submitted, including business plans, will not be returned to applicants.

NB: THIS FORM IS FREE AND NO FEES ARE PAYABLE TO THE MRKTTF OR ANY OTHER PERSONS FOR THE COMPLETION OR ASSISTANCE WITH THIS APPLICATION FORM.

Where to get the application form

- ✓ Website: www.mmerekathusatrufund.co.za
- ✓ District coordinators
- ✓ Mme Re Ka Thusa Trust Fund Office

Submission

Submit the complete application form with the supporting documents to your different District Coordinators.

ZF Mqcawu District => Donovan Mlaza
CELL: 061 443 0793 **EMAIL:** DonovanM@mmerekathusatrufund.co.za

Pixley Ka Seme District => Liliwe Phongolo
CELL: 061 437 9847 **EMAIL:** LiliweN@mmerekathusatrufund.co.za

Namakwa District => Brandon Raymond
CELL: 061 440 9204 **EMAIL:** BrandonR@mmerekathusatrufund.co.za

John Taolo Gaetsewe District => Dineo Mecwi
CELL: 061 438 7951 **EMAIL:** DineoM@mmerekathusatrufund.co.za

Frances Baard District => Moira Ferris
PHONE: 062 163 0117 **EMAIL:** Moira@mmerekathusatrufund.co.za

Mme Re Ka Thusa Trust Fund
19 Chapel Street
Kimberley
8301
(053) 831 4583



SECTION 1: BUSINESS DETAILS

District the business operates	<input type="checkbox"/> Frances Baard <input type="checkbox"/> Pixley Ka Seme <input type="checkbox"/> Namaqwa <input type="checkbox"/> ZF Mqawu <input type="checkbox"/> John Taolo Gatsewe	Finance Required	<input type="checkbox"/> Contract/Project Loan <input type="checkbox"/> Term Loan <input type="checkbox"/> Grant Funding
Business Type:	<input type="checkbox"/> Company (Pty) Ltd <input type="checkbox"/> Cooperative <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Close Corporations (already existing)	Amount of the finance required	R
Business Name:		Business Registration Number:	
Sole Proprietor (Name and Trade as name if applicable)		Stage of the business	<input type="checkbox"/> Start-up/ New <input type="checkbox"/> Existing <input type="checkbox"/> Years in experience
		Type of business industry	
Business physical address:		Key contact person:	
Business Tel:		Key contact person's number:	
Business Fax:		Email address:	

APPLICANT(S) DETAILS

Title:	Miss		Mrs		Dr		Prof		
Name:					Surname:				
Identity Number									
Cell Phone									
Email									

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Title:	Miss		Mrs		Dr		Prof		
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APPLICANT(S) DETAILS

Title:	Miss		Mrs		Dr		Prof		
Name:					Surname				
Identity Number									
Cell Phone									
Email									



SECTION 2: DIRECTORS DETAILS

Full Name:	Gender	Shareholding%	Cell	Physical Address

FOR OFFICE USE ONLY

DATE OF SUBMISSION RECEIVED		
REFERENCE		
TYPE OF ASSISTANCE		
Contract/Project Loan		
Term Loan		
Grant Funding		



SECTION 3: Business documents

What is your business Registered for?	<input type="checkbox"/> CSD	Write a brief description about the business services/products: _____ _____ _____ _____ _____
	<input type="checkbox"/> SARS	
	<input type="checkbox"/> UIF	
	<input type="checkbox"/> Other (Elaborate)	

DOCUMENTS AND INFORMATION CHECKLIST

Please provide us with the applicable documents as outlined below;
Where the information requested is not applicable please write "not applicable" or "n/a"

	Existing Business	Start-up Business
1 Application form	✓	✓
2 Business Plan	✓	✓
3 Business plan must include: 1-5-year(s) financial projections (Monthly Cash Flow Statement) with first year prepared on a monthly basis	✓	✓
4 Business bank statements for the past six (6) months	✓	
5 Recent management accounts (Income Statement and Balance Sheet)	✓	
6 Three (1/2) year audited financials (Income Statement, Balance Sheet, Cash Flow Statement)	✓	
3 Registration Documents and all the relevant legal documents relevant to the entity	✓	✓
Affidavit from members or directors that they are aware of the contents of the application form	✓	✓
4 Certified ID copies of all members or directors	✓	✓
5 FICA compliance - Proof of residence	✓	✓
6 Detailed CV of principle Director(s)	✓	✓



BUSINESS PLAN GUIDELINES BUSINESS PLAN GUIDELINES

Please note that this section only provides guidelines to assist you with compiling a business plan that meets the MRKTTF minimum information requirements and does not require all submissions to follow this format. All other business plans will be accepted provided all this information has been sufficiently covered in those proposals.

1. Executive Summary

Provide a brief description of the business, the reason the funding is required, background on the promoters, and an overview of the socio-economic benefits.

2. Purpose of required funding

Motivate why capital is required and provide details of how these funds will be applied.

3. Valuation of Business

If funds are to be used for the purchase of an existing business, please provide details of how business valuation has been derived, eg, DCF, NAV, price-earnings.

4. Products and Services

Describe the product and/or service offering by including the following:

- Benefits to the user
- Specifications of products/services
- Unique selling proposition
- Product mix
- Source of revenue/contractual revenue
- Product life cycle
- Potential and proposed new product developments
- Export potential

5. Industry analysis

Provide information on industry by including the following:

Summary of the industry

- Value drivers and industry price structures
- Historical growth rates
- Trends and problems the industry is facing
- Recent developments
- How is the market segmented and why
- Applicable industry ratios
- Legal and regulatory environment
- Economic outlook
- Growth constraints
- Growth opportunities
- Cyclicity and seasonality
- Industry specific risks

6. Target market analysis

Provide information on customers by including the following:

- Market analysis (size and growth in terms of number of products, money value and number of customers)
- Target Market and geographic coverage
- List of existing and potential customers
- Letters of intent, contracts and orders on hand
- Bargaining power of customers
- Growth opportunities i.e. new products/new customers
- Distribution channels

7. Competitor analysis

Provide information on competitors, by including the following:

- Market share
- Barriers to entry and new entrants
- Substitute products
- Details of marketing budget
- Marketing strategy to realise objectives

8. Supplier analysis

Provide information on suppliers by including the following:

- Number of suppliers
- Availability of raw materials
- Cost of imported vs local materials
- Rand/Dollar exchange rate (where applicable)

9. Operational analysis

Provide information on operations by including the following:

- Production processes
- Equipment required
- Plant capacity and utilisation
- Production costs
- Replacement requirements
- New technology requirements
- Quality control/reject rate
- Raw materials required

10. Management and Human Resources

Provide information on management and HR by including the following:

- Management experience and qualifications
- Number of employees
- % BEE
- Skills required
- Training programmes
- Staff turnover

11. Summary of all internal and external risks

Provide a summary of information on the principle risks that the entity is subject to and how these risks will be addressed.

12. Socio-economic benefits

Provide information on socio-economic benefits by including the following:

- Job creation
- Poverty alleviation
- Women participation
- Skills transfer/training
- Industrial growth and development
- Number of households to benefit

13. Financial/cash flow analysis

See attached templates for layout of financial statements:

Please provide income statement, balance sheet and cash-flow statements and state assumptions used in projections

Financials should reflect: 3 years historic information for existing entities plus 5 year forecasts

Please provide the most recent management accounts if the business is already in existence

The first year of financial forecasts must be broken down month by month

Please include commentary on the financials to date and the forecasts, as well as:

- Break-even analysis
- Specify value drivers for base, best vs worst case scenario
- Cash flow cycle, seasonal, monthly, credit days, debtors days, stock days
- Profit margins
- Profitability
- Key assumptions used in compiling cash flow forecasts
- Cost drivers (What proportion is fixed)
- Debt structure
- Working capital review/analysis

Fixed assets profile For Start-ups please attach a five-year forecast, analysis as stated above but emphasis should be on motivating why forecasts on sales are achievable and costs are reasonable.