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Getting To Know Your Business

1. ENTER YOUR DETAILS

First name:

Last name:

Company name:

VAT number:

Email address:

Physical address:

Suburb:

Town:

Post code:

2. WHAT IS THE LEGAL STRUCTURE OF YOUR BUSINESS?

- Sole Proprietor ☐
- Partnership ☐
- Company ☐

3. WHAT SECTOR DO YOU OPERATE IN?

- Agriculture ☐
- Education ☐
- Financial services (advisory) ☐
- Financial services (FinTech) ☐
- Food production or processing ☐
- Healthcare ☐
- Manufacturing, industrials or chemicals ☐
- Media ☐
- Mining and mining services ☐
- Professional services ☐
- Property development and construction ☐
- Retail - mainly physical stores ☐
- Retail - eCommerce ☐
- Restaurants ☐
- Services industry: non-IT ☐
- Services industry: IT ☐
- Software development ☐
- Tourism ☐
- Transport ☐
- Other (specify) ☐

4. HOW OLD IS YOUR BUSINESS?

- Less than three years ☐
- Three to five years ☐
- Five to ten years ☐
- More than ten years ☐

5. WHAT IS YOUR PRIMARY REGION OF OPERATIONS?

- Africa - East ☐
- Africa - North ☐
- Africa - Southern ☐
- Africa - West ☐
- Asia - China ☐
- Asia - India ☐
- Asia - Japan ☐
- Asia - Other ☐
- Australasia ☐
- Europe - Western ☐
- Europe - Eastern ☐
- North America ☐
- South America ☐
- United Kingdom ☐

6. WHAT CURRENCY ARE YOUR NUMBERS REPORTED IN?

7. HOW MANY EMPLOYEES DO YOU HAVE?

- Up to 5 ☐
- Between 6 and 20 ☐
- Between 21 and 50 ☐
- More than 50 ☐

Understanding How You Make Your Money

8. WHAT ARE YOUR TOTAL ANNUAL SALES ACROSS GOODS AND SERVICES?

9. WHAT ARE YOUR TOTAL COST OF SALES?

10. WHAT IS THE TOTAL % OF TURNOVER / SALES / REVENUE CONTRIBUTED BY YOUR THREE LARGEST CUSTOMERS COMBINED?

- More than 75% ☐
- 50% - 75% ☐
- 25% - 50% ☐
- 10% - 25% ☐
- Less than 10% ☐

11. WHAT IS THE TOTAL COST OF YOUR CURRENT INVENTORY / STOCK ON HAND?

12. WHAT ARE YOUR ANNUAL SALARY AND WAGE COSTS, EXCLUDING THE COST OF THE CEO/FOUNDER(S)?

13. WHAT WOULD BE A FAIR MARKET SALARY FOR THE CEO OF THIS BUSINESS?

14. WHAT ARE YOUR ANNUAL ADVERTISING AND MARKETING EXPENSES?

15. DO YOU OWN THE PROPERTY YOU OPERATE FROM?

Yes

No

16. WHAT WOULD YOU CHARGE A TENANT IN RENT PER YEAR TO OCCUPY THE PROPERTY?

OR

WHAT ARE YOUR ANNUAL RENTAL AND PROPERTY EXPENSES?

17. WHAT ARE YOUR TOTAL OTHER ANNUAL CASH OPERATING EXPENSES, EXCLUDING DEBT REPAYMENTS?

Understanding Your Working Capital

18. HOW MUCH CASH IS IN THE COMPANY THAT IS IN EXCESS OF NORMAL DAY-TO-DAY OPERATIONAL REQUIREMENTS?

19. AFTER HOW MANY DAYS DO YOUR CUSTOMERS USUALLY PAY YOU?

Cash on delivery

Less than 10 days

10 - 30 days

30 - 60 days

More than 60 days

20. AFTER HOW MANY DAYS DO YOU USUALLY PAY YOUR SUPPLIERS?

Cash on delivery

Less than 10 days

10 - 30 days

30 - 60 days

More than 60 days

Fixed Assets And Liabilities

21. WHAT IS THE REPLACEMENT VALUE OF YOUR EQUIPMENT, VEHICLES AND OTHER FIXED ASSETS?

22. WHAT IS THE MARKET VALUE OF THE PROPERTY OWNED BY THE BUSINESS?

23. DO YOU OWE DEBT TO ANY BANK OR THIRD PARTY?

- Yes ☐
- No ☐

24. WHAT IS THE OUTSTANDING BALANCE ON WHAT YOU OWE?

25. WHAT IS THE ANNUAL INTEREST RATE ON YOUR DEBT?

%

Growth History And Expectations

26. WHAT PERCENTAGE DO YOU THINK YOUR REVENUE CAN GROW AT OVER THE NEXT 12 MONTHS?

- Decrease of more than 5% ☐
- Decrease of 0% - 5% ☐
- Growth of 0% - 5% ☐
- Growth of between 5% and 10% ☐
- Growth of between 10% and 15% ☐
- Growth of between 15% and 25% ☐
- Growth of between 25% and 35% ☐
- Growth of between 35% and 50% ☐
- Growth of more than 50% ☐

27. WHAT AVERAGE ANNUAL GROWTH RATE DO YOU THINK YOUR REVENUE CAN GROW AT OVER THE SUBSEQUENT 36 MONTHS?

- Decrease of more than 5% ☐
- Decrease of 0% - 5% ☐
- Growth of 0% - 5% ☐
- Growth of between 5% and 10% ☐
- Growth of between 10% and 15% ☐
- Growth of between 15% and 25% ☐
- Growth of between 25% and 35% ☐
- Growth of between 35% and 50% ☐
- Growth of more than 50% ☐

28. WHICH OF THE FOLLOWING BEST DESCRIBES THE PHASE YOUR BUSINESS IS IN?

My business is well-established and should grow consistently	☐
My business is facing challenges and responding with changes	☐
My business is a start-up, or has pivoted and is in a rapid development phase	☐

29. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPENSES AND INFRASTRUCTURE?

My expenses are sufficient for existing revenue but will increase in line with revenue	☐
My expenses are insufficient for existing revenue and I need to invest more in the business	☐
My expenses are larger than required - the business is ready for growth off the current expense base	☐

30. IF YOU TAKE A THREE-WEEK HOLIDAY, WHAT HAPPENS?

I can go away for three weeks without internet access and the business will be unaffected	☐
I can go away for three weeks but I need to be available to my team	☐
I can barely manage a three-day holiday, let alone three weeks!	☐
No holidays currently - I am involved in the business 24/7	☐