

# Important Forms and Templates to Help You Build Solid Foundations



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**WORD**sparks  
From Inspiration to Information

# The Nedbank Ultimate Business Companion – free forms!



The image shows two screenshots of the simplibiz website. The top screenshot shows the 'Community' tab highlighted in the navigation bar, with a red circle around it. Below the navigation is a 'Library' section with the text: 'Equip yourself with a library of articles, templates and digital resources to support you on your journey as a business owner.' Below this is a search bar and two categories: 'Articles' and 'Templates'. The 'Templates' category is circled in red. The bottom screenshot shows the 'Templates' page, listing various business templates such as 'Income Statement - Actual vs. Budget', 'The Recruitment Checklist', and 'Advertising: What To Check Before Your Ad Goes Out'. Each listing includes a category tag, a comment icon, and a review icon. The 'Community' tab is also highlighted in the navigation bar in this screenshot.

# Some important questions to get started...

- Are all legal and statutory registrations and submissions in your business up to date?
  - Who is responsible for this – internal function / outsourced?
- Do you know what ALL your legal responsibilities as a business owner are?
- Is your business correctly registered?
- If you have a partner, do you have a solid partnership agreement?
- Do you know what your rights and responsibilities are if you're leasing premises?
- Do your staffing and labour policies and documents meet with legal requirements?
- Do you know specifically who your target market is?
  - And, is your marketing material appropriate and relevant to your market?
- Etc.



# Building solid foundations

- Success begins with building solid foundations and planning... but why is it important to plan in business?
  - Forces you to look at the future
  - Provides a way to measure success
  - Motivates support from different stakeholders
  - Can help you succeed
  - Necessitates logical thoughts about the business direction

# Business plan

- Are you absolutely clear on your business direction?
- How are you going to get there?
- Think things through
- Identify opportunities and potential pitfalls
- Who is going to read the business plan?



# Business plan template

## Typical business plan:

1. Title sheet
2. Contents page
3. Executive summary
4. Business objectives
5. Business concept
6. The market
7. Infrastructure
8. Suppliers
9. Marketing
10. Business pre-opening checklist
11. Financial considerations

# Statutory and legal considerations



- Business registration requirements:
  - CIPC- legal entity, trademarks, patents etc.
  - SARS – tax, VAT, UIF etc.
  - Department of Labour
  - Workmen’s Compensation Commission
  - Industry-specific registrations
- You can do it all yourself or outsource this – just ensure that it’s all done properly from the outset.







# The importance of financial controls

- Systems, systems, systems!
- Delegate don't abdicate your responsibilities
- Ensure you can read and understand financial statements
- Agree on monthly financial statements and submission dates from the bookkeeper
- Address any issues or anomalies quickly so they don't repeat

# Financial controls – cash flow projection

1.2.3 Cash flow projection

	Pre-start	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals
<b>Receipts</b>														
Cash sales														0
Sales on credit														0
Interest received														0
New equity inflow														0
Loans received														0
SARS refund														0
<b>Total receipts</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Payments</b>														
Advertising														0
Attorney's fees														0
Bank charges														0
Capital purchases (equipment)														0
Cash purchases														0
Credit card commission														0
Delivery commission														0
Employee benefits														0
Insurance														0
Interest														0
Leases														0
Loan repayments														0
Miscellaneous														0
Motor vehicle expenses														0
Office supplies														0
Owner's drawings														0
Packaging														0
Payments to creditors														0
Payroll taxes														0
Professional fees														0
Rent														0
Rental deposit														0
Repairs and maintenance														0
Royalty and marketing														0
Salaries and wages														0
Security														0
Tax payments (VAT)														0
Telephone														0
Trading licenses														0
Transport														0
Uniforms														0
Utilities (water, electricity, gas)														0
Water & electricity deposits														0
<b>Total payments</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Cash flow surplus/deficit (-)</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Opening cash balance</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Closing cash balance</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0

- **Cash flow** = movement of money into and out of the business
- **Cash flow forecasting** = attempting to predict what money will flow in and out and when
- Monitor cash flow regularly – monthly
- Compare your estimates to actual performance and adjust

# Financial controls – income statement

- Sets out the results of trading activities over a period of time
- Prepare it monthly to monitor the business performance
- Monitor actual performance against the budgets you set
- Take corrective action timeously

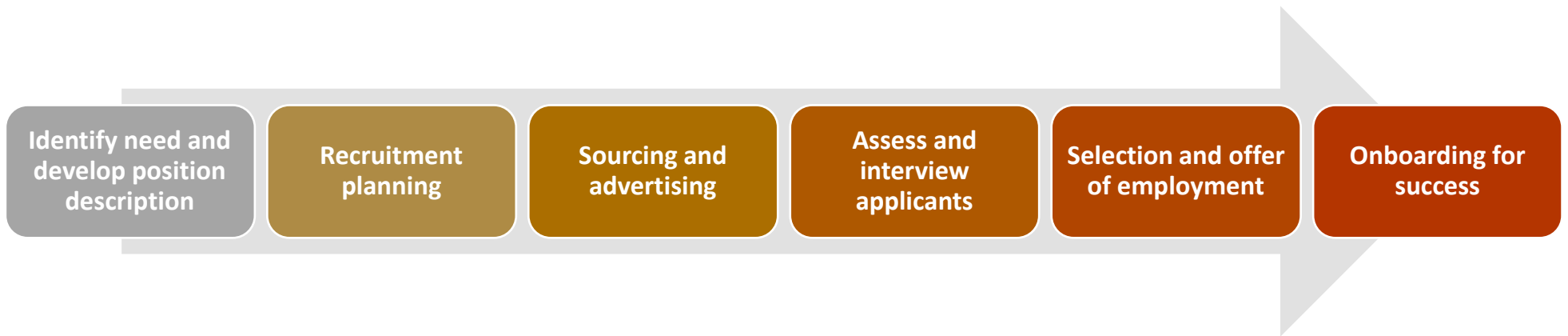
## 3.3 Income statement - actual versus budget

Income statement for the period ending:

	Actual	Budget	Variance	% Variance
Sales/Income/Revenue			R 0,00	#DIV/0!
Cost of sales (as % of turnover)			R 0,00	#DIV/0!
Gross profit	R 0,00	R 0,00	R 0,00	#DIV/0!
<b>Expenses</b>				
Accounting and auditing			R 0,00	#DIV/0!
Advertising			R 0,00	#DIV/0!
Bank charges			R 0,00	#DIV/0!
Credit card commission			R 0,00	#DIV/0!
Delivery commission			R 0,00	#DIV/0!
Insurance			R 0,00	#DIV/0!
Interest			R 0,00	#DIV/0!
Levies			R 0,00	#DIV/0!
Marketing (local)			R 0,00	#DIV/0!
Marketing (national fund)			R 0,00	#DIV/0!
Motor vehicle expenses			R 0,00	#DIV/0!
Office supplies and stationery			R 0,00	#DIV/0!
Packaging			R 0,00	#DIV/0!
Professional fees			R 0,00	#DIV/0!
Rental			R 0,00	#DIV/0!
Repairs and maintenance			R 0,00	#DIV/0!
Royalty (management service fee)			R 0,00	#DIV/0!
Salaries and wages			R 0,00	#DIV/0!
Security			R 0,00	#DIV/0!
Telephone			R 0,00	#DIV/0!
Transport			R 0,00	#DIV/0!
Uniforms			R 0,00	#DIV/0!
Utilities (water, electricity, gas)			R 0,00	#DIV/0!
Total operating expenses	R 0,00	R 0,00	R 0,00	#DIV/0!
Operating income	R 0,00	R 0,00	R 0,00	#DIV/0!
Depreciation (-)			R 0,00	#DIV/0!
Net profit/(loss) before tax	R 0,00	R 0,00	R 0,00	#DIV/0!
Tax (company tax currently 28%)	R 0,00	R 0,00	R 0,00	#DIV/0!
Net profit/(loss) after tax	R 0,00	R 0,00	R 0,00	#DIV/0!

# Staffing basics

- Important to recruit the right employees for your business – people who will help your business grow
- Implement a good recruitment and selection policy and procedure
- All forms and templates in the book comply with labour laws but you should still get an professional to review them



# Staffing basics

## 5.1 The recruitment checklist

Step	Task	Comments	Checked
1.	Draft or review a job description	<ul style="list-style-type: none"> <li>Determine the need for a new or replacement position i.e. a vacancy of an existing position or creation of a new job function</li> <li>Think creatively about how to accomplish the work without adding staff e.g. improve processes, elimir work you do not need to do, divide work differently</li> <li>Consider if the position will be a full-time or part-tir one</li> <li>Document an overview of the job function citing the main functions and requirements necessary to per the job</li> <li>Develop and prioritise the key requirements for the position</li> <li>List the measurable areas (this helps with determin remuneration for the position)</li> <li>Identify the type of person who would suit this job - characteristics and personality traits</li> <li>Determine if the position requires someone who ha previous experience, specific qualifications or skills list these</li> </ul>	
2.	Sourcing candidates and advertising the position	<p>There are many different methods of recruitment, these include:</p> <ul style="list-style-type: none"> <li>The Internet and social media – your own compar website and social media accounts, online job por professional association websites</li> <li>Recruitment/employment agencies</li> <li>Print publications – e.g. <i>The Workplace in The Sta</i></li> <li>Other publications – industry specific newsletters</li> <li>Referrals</li> <li>University career centres</li> <li>Use the <i>Internal advert for a vacant position form i</i> you are going to advertise the position internally fi</li> </ul>	
3.	Review applications and respond	<ul style="list-style-type: none"> <li>All applicants must complete an <i>Application for employment form</i> (in full)</li> <li>Review all applications and shortlist suitable applic</li> </ul>	

## 5.8.1 Employment contract

[insert date]

[insert employee name]  
[insert address]

Dear [insert name]

It gives me pleasure to offer you the position of [insert position] at [insert company name] CC/Pty Ltd under the following terms of employment. Copies of all company policies and procedures can be obtained from management. You are requested to treat the details of this letter with the utmost confidentiality.

### Introduction

This agreement is entered into between [insert company name and registration] hereinafter referred to as "the Company" and [insert employee name and identity number] hereinafter referred to as "the Employee".

The Employee acknowledges that his/her credentials are correct and authentic. The Employee further agrees to undergo any possible training required for the nature of his/her position and/or the operational requirements of the business.

### Terms of agreement

#### 1. Employment contract

- 1.1 We confirm your employment with effect from [insert date] in the position of [insert position]. This letter sets out the terms and conditions of your employment.
- 1.2 The Employee's employment is subject to a probationary period of 3 (three) months, during which time his/her work performance will be monitored with a view to assessing the employee's suitability for the position.
- 1.3 The Company may in its absolute discretion from time to time require you to perform duties which may fall outside your job title and/or job description provided that you are qualified or trained in this area.
- 1.4 The Employee agrees to undergo any possible training required for the nature of his/her



# Marketing management

- Make sure you have a clear and strong corporate identity / brand
- Know your product / service and understand the market you're selling to
- Incorporate all elements of the marketing mix which are applicable in your business
- Test and measure





# Marketing management

## 2.3 The marketing plan

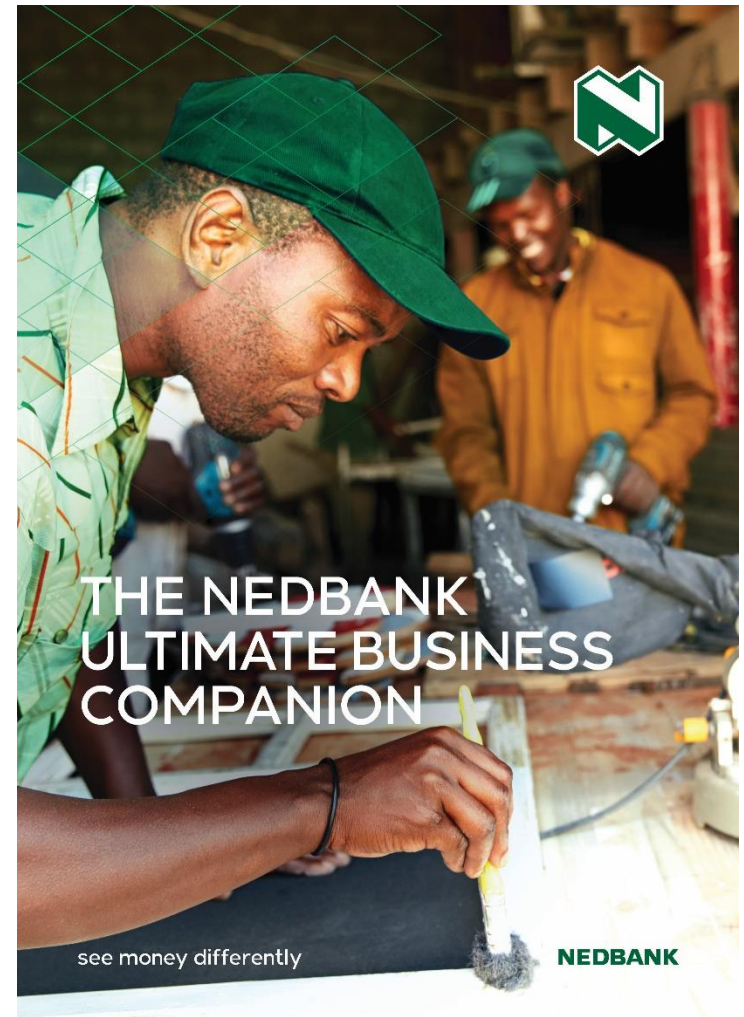
Marketing plan for the 12 months ending: 🗓️ [insert date]	
Market research 🗨️ [insert details]	
Product/service	
Group 1	
• Who are the potential buyers/clients?	🗨️ [insert details]
• Why will they buy/use the product/service?	🗨️ [insert details]
• How much of it will they buy?/How frequently will they use the service?	🗨️ [insert details]
• How much will they pay?	🗨️ [insert details]
• Where can we find them?	🗨️ [insert details]
• How can we reach them?	🗨️ [insert details]
• Who else may want to buy/use it?	🗨️ [insert details]
• Is this product/service seasonal?	🗨️ [insert details]
Group 2	
• Who are the potential buyers/clients?	🗨️ [insert details]
• Why will they buy/use the product/service?	🗨️ [insert details]
• How much of it will they buy?/How frequently will they use the service?	🗨️ [insert details]
• How much will they pay?	🗨️ [insert details]
• Where can we find them?	🗨️ [insert details]
• How can we reach them?	🗨️ [insert details]
• Who else may want to buy/use it?	🗨️ [insert details]
• Is this product/service seasonal?	🗨️ [insert details]
Group 3	
• Who are the potential buyers/clients?	🗨️ [insert details]
• Why will they buy/use the product/service?	🗨️ [insert details]
• How much of it will they buy?/How frequently will they use the service?	🗨️ [insert details]
• How much will they pay?	🗨️ [insert details]
• Where can we find them?	🗨️ [insert details]

## 2.4 Advertising – what to check before your ad goes out

1. Logo/brand name	
<ul style="list-style-type: none"> <li>• Do your logo and/or brand name appear clearly and correctly in the advertisement?</li> <li>• Is the size of the logo in the correct proportion to the total advert?</li> <li>• Are the logo colours correct?</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2. Business details	
<ul style="list-style-type: none"> <li>• Have you included relevant business particulars – physical and/or postal address, telephone number, web site, social media pages or handles etc?</li> </ul>	<input type="checkbox"/>
3. Content	
<ul style="list-style-type: none"> <li>• Is the content of the advertisement absolutely correct?</li> </ul>	<input type="checkbox"/>
4. Correctness	
<ul style="list-style-type: none"> <li>• Have you checked the advertisement for grammar and spelling errors, and corrected these before signing off on the advert?</li> </ul>	<input type="checkbox"/>
5. Target market	
<ul style="list-style-type: none"> <li>• Have you checked that what you are offering in your advert meets the needs of the target market?</li> <li>• Have you have selected and advertised sufficient products to ensure the target market wants to "grab" the offering, yet have taken care not to overload the advert?</li> </ul>	<input type="checkbox"/> <input type="checkbox"/>
6. Five key parts	
<ul style="list-style-type: none"> <li>• Have you addressed the five key parts of an advertisement?</li> <li>• Have you attracted the target audience's attention by boldly telling them what you are offering?</li> <li>• Are you offering your target market a good reason to take notice?</li> <li>• Have you given them a reason/s for why they should believe in you and/or</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

# The Nedbank Ultimate Business Companion

- Contains all the forms, templates, checklists and other documents to assist you to implement systems
- Includes an interactive CD-Rom
- Will be available very soon for purchase on the SimplyBiz site.



# Thank you...

For more information about  
Wordsparks and Lesley-Caren Johnson  
go to [www.wordsparks.co.za](http://www.wordsparks.co.za)

