

# THE NEF APPLICATION FORM R250 000 - R75 million TOURISM TRANSFORMATION FUND 



## tourism

## THE NEF APPLICATION FORM R250 000-R75 million Tourism Transformation Fund

Complete this application in full with all the required information, including copies of your comprehensive business plan and financial projections [refer pages 3-6 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documents submitted, including business plans, will not be returned to applicants, this also applies to declined and withdrawn submissions. NB: THIS FORM IS FREE AND NO FEES ARE PAYABLE TO THE NEF OR ANY OTHER PERSONS FOR THE COMPLETION OR ASSISTANCE WITH THIS APPLICATION FORM. To view the electronic format please visit: www.nefcorp.co.za


* "Black people" are, African, Coloured and Indian natural persons who are citizens of the Republic of South Africa by birth or by descent as well as natural persons who acquired citizenship by naturalisation prior to 27 April 1994.


## FOR OFFICE USE ONLY

Date of
original application:
Reference number:
Product type:


| Entrepreneurship finance | $\square$ | Franchise finance | $\square$ | Acquisition finance |  |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Procurement finance | $\square$ | Rural and community development | $\square$ | New ventures | $\square$ |
| Expansion capital | $\square$ | Strategic project fund | $\square$ |  |  |

The NEF will not consider applications that do not comply with all current RSA legislation pertaining to the operations of a business, including but not limited to, all tax and corporate governance laws/principles. Where appropriate the NEF may report such cases to the relevant authorities.


## To be signed by all applicants

## INDEMNITY BY APPLICANT

I/We the applicant as detailed below declare that the information provided in this document is a true and correct reflection of the facts, and I/we consent to a background verification of such information.
I furthermore authorise Kreditlnform (Pty) Ltd. to conduct all background checks including but not limited to credit bureau searches, employment history, and any other relevant checks in the pre- or post-investment vetting process and where necessary to request the South African Police Services, Tertiary Education Institutions to furnish personal information regarding my criminal background, criminal history, previous convictions and / or any other relevant information such as is usually furnished by the Criminal Record Centre of the South African Police Services, and or Tertiary Education Institutions in this regard, to the above agency / the NEF's duly authorised agent.
I furthermore unconditionally indemnify the South African Police Services, The NEF, Tertiary Education Institutions and all it's members, employees as well as the Government of the Republic of South Africa against any liability which results or may result from furnishing information in this regard.
I understand that it is a condition of the South African Police Services and Tertiary Education Institutions, that -
(a) the information is furnished solely for the purpose of my proposed application
(b) the NEF's duly authorised agent is responsible for verifying the accuracy, in every respect, of the information furnished by the South African Police Services.

Please confirm if we can share your information with other DFI's or Gov. agencies for the possibilities of accessing their
funding or non-funding (boxes for $\mathrm{Y} / \mathrm{N}$ )
Tick applicable box

| BEE | Non-BEE |  |
| :--- | :--- | :---: |
| BEE |  |  |
| Non-BEE |  |  |
| BEE | Non-BEE |  |
| BEE | Non-BEE |  |

## DOCUMENT 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 and Business plan | - | - |
| 2 | Affidavit from members or directors that they are aware of the contents of the application form | - |  |
| 3 | Three (3) year audited financials (Income Statement, Balance Sheet, Cash Flow Statement) | - |  |
| 4 | Five (5) year financial projections (Income Statement, Balance Sheet and monthly Cash Flow Statement) with first year prepared on a monthly basis | - | - |
| 5 | Recent management accounts (Income Statement and Balance Sheet) | - |  |
| 6 | Personal Statements of Assets and Liabilities of all the members or directors including those of spouses if person is married in Community of Property | - | - |
| 7 | Business bank statements for the past twelve (12) months | - |  |
| 8 | Certified ID copies of all members or directors | - | - |
| 9 | Registration Documents and all the relevant legal documents relevant to the entity | - | - |
| 10 | Detailed profile of the Franchisor | - | - |
| 11 | Details of why the business is for sale | - |  |
| 12 | Sale Agreement | - |  |
| 13 | Franchise Agreement | - | - |
| 14 | Historical financials of other franchises that are similar in size and in similar locations | - | - |
| 15 | Indication from the Franchisor of how much a new Franchise in a similar location would cost | - | - |
| 16 | Indication of whether the lease agreement will be ceded to the new company after the sale or a new lease agreement will be signed If lease is ceded, how long will it still run for before renewal? New lease if it is a new franchise. | - | - |
| 17 | The prospective buyer must have been approved by the franchisor | - |  |
| 18 | Fica compliance - Proof of residence | - | - |
| 19 | Detailed CV of principle Applicant | - | - |

## NB:

- AN APPLICATION WILL BE REJECTED IF YOU DO NOT SUBMIT ALL THE DOCUMENTS AS PER THE ABOVE LIST AND GUIDELINES.
- PROVIDE ALL OTHER DOCUMENTS RELEVANT TO YOUR BUSINESS NOT LISTED ABOVE.
- OUR APPLICATION PROCESS IS APPROXIMATELY 3 TO 4 MONTHS FROM THE RECEIPT OF THE APPLICATION UP TO DISBURSEMENT STAGE.


## BUSINESS PLAN GUIDELINES AND INFORMATION CHECKLIST

## PLEASE NOTE THAT THIS SECTION ONLY PROVIDES GUIDELINES TO ASSIST YOU WITH COMPILING A BUSINESS PLAN THAT MEETS THE NEF'S 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
- Cyclicality 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
- Bargaining power 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 worse 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.

INCOME STATEMENT TEMPLATE (Please also provide year-1 forecasts month by month)

Sales in units
Sales in Rands
Less: Cost of sales
Raw material a
Raw material b
Direct labour

## Gross profit

Less: Operating expenses
Accounting and auditing fees
Advertising
Depreciation
Distribution cost
Equipment leases
Insurance
Interest
Motor vehicle expenses
Office expenses
Other expenses
Printing and stationery
Rental, electricity, water
Salaries and wages
Directors' salaries
Security costs
Telephone
Income/(loss) before tax
Income tax
Income/(loss) after tax


## BALANCE SHEET TEMPLATE

## ASSETS

## Fixed assets

Land and buildings
Motor vehicles
Furniture and fitting
Machinery and equipment
Other

## Current assets

Debtors
Stock
Cash surplus/(deficit)

## Total assets

EQUITIES AND LIABILITIES
Capital and reserves
Share capital
Shareholders' loan
Retained income

| HISTORICAL |  |  | PROJECTED/FORECAST |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Year-3 | Year-2 | Year-1 | Year-1 | Year-2 | Year-3 | Year-4 | Year-5 |
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## BALANCE SHEET TEMPLATE (continued)

Non-current liabilities
Term loan
Other loan
Current liabilities
Creditors
Bank overdraft loan
Total equity and liabilities
Debtors' days
Creditors' days

| HISTORICAL |  |  | PROJECTED/FORECAST |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Year-3 | Year-2 | Year-1 | Year-1 | Year-2 | Year-3 | Year-4 | Year-5 |


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## CASH FLOW STATEMENT TEMPLATE (Please also provide year- 1 forecasts month by month)

## CASH FLOWS

FROM OPERATING ACTIVITIES
Net profit before taxation
Adjustments for:
Depreciation, amortisation
Interest paid
Interest received
(Increase)/decrease in debtors
Increase/(decrease) in creditors
(Increase)/decrease in stock
Cash generated from operations Interest paid
Dividends paid
Preference dividends (paid)
Income taxes paid
Net cash from operating activities
CASH FLOWS FROM OPERATING ACTIVITIES Capital expenditure
Interest received
Net cash used in investing activities
CASH FLOWS FROM FINANCING ACTIVITIES
Proceeds on issue of shares
Proceeds on disposal of fixed assets
Holding company loan
Preference shares
Nedbank long-term loan
Net cash used in investing activities
Net change in cash
Cash equivalent at beginning of period Cash equivalent at end of period
RATIOS
Gross margin
Net margin
Current ratio
Debtors' days
Creditors' days
Stock days
Debt to equity ratio
Interest cover


## Gauteng Province

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## STOP Fraud, Corruption and Theft

Contact Tip-Offs Anonymous on 0800212705 or email nef@tip-offs.com
If you suspect any irregularity in the application process

