TRESVELO
BUSINESS COACHING

ENTREPRENEUR FINANCIAL PLAN GUIDELINE

1. Executive Financial Overview

Business Name:

Owner(s):

Financial Year:

Industry:

Financial Objectives (Next 12 Months)

- Revenue Target: R
- Gross Profit Margin Target: %
- Net Profit Target: R
- Break-even Timeline: months
- Cash Reserve Goal: R

2. Start-Up or Capital Requirements

If the business is new OR expanding.

A. Once-Off Start-Up Costs

Item	Amount (R)
Registration & Compliance	
Equipment	
Technology / Software	
Furniture	
Initial Inventory	
Marketing Launch	
Legal & Professional Fees	
Other	
Total Start-Up Costs	

B. Funding Plan

Source	Amount (R)
Owner Contribution	
Bank Loan	
Investor	
Government Funding (e.g. Small Enterprise Finance Agency)	
Other	
Total Funding Secured	

3. Revenue Plan

Entrepreneurs must clearly define **how money comes into the business.**

A. Products / Services

Product/Service	Selling Price	Monthly Units	Monthly Revenue
Total Monthly Revenue			

B. Annual Revenue Projection

Monthly Revenue × 12 = R

4. Cost Structure

A. Cost of Sales (Direct Costs)

Item	Monthly Cost (R)
Raw Materials	
Production	
Packaging	
Direct Labour	
Delivery	
Total Cost of Sales	

B. Operating Expenses (Overheads)

Expense	Monthly (R)
Rent	
Utilities	
Salaries	
Marketing	
Transport	
Insurance	
Accounting	
Software	
Loan Repayment	
Other	
Total Operating Expenses	

5. Profit Projection

Monthly Projection

Revenue: R

Less Cost of Sales: R

Gross Profit: R

Less Operating Expenses: R

Net Profit: R

6. Break-Even Analysis

Break-even tells the entrepreneur how much they must sell before making profit.

Break-Even Formula:

Fixed Costs ÷ Gross Profit Margin = Required Revenue

Example:

If fixed costs = R50,000

Gross margin = 40%

Break-even revenue = R125,000

7. Cash Flow Forecast (Most Important Section)

Many businesses fail due to poor cash flow — not lack of profit.

Monthly Cash Flow Template

Month	Cash In	Cash Out	Net Cash	Closing Balance
Month 1				
Month 2				
Month 3				

Always maintain at least **3 months of operating expenses** as reserve.

8. Tax & Compliance Planning (South Africa)

Entrepreneurs must plan for:

- Income Tax (Provisional Tax if applicable)
- VAT (if turnover > R1 million or voluntary registration)
- PAYE (if employing staff)
- UIF & SDL contributions
- CIPC Annual Returns (Companies and Intellectual Property Commission)

Set aside 25–30% of net profit for tax if unsure.

9. Financial Ratios to Track Monthly

Metric	Formula	Target
Gross Margin	(Revenue - COS) ÷ Revenue	>40% (varies by industry)
Net Profit Margin	Net Profit ÷ Revenue	>15%
Current Ratio	Current Assets ÷ Current Liabilities	>1.5
Cash Coverage	Cash ÷ Monthly Expenses	3 Months

10. Growth & Reinvestment Plan

Entrepreneurs must answer:

- How much profit will be reinvested? ____ %
- Will we hire more staff?
- Will we expand product lines?
- Will we buy assets?
- Will we increase marketing spend?