



PRIVATE SECTOR DEVELOPMENT PROGRAMME

This application form must be returned to CDE offices, at the Exponential Building, Plot 54351, Central Business District, Gaborone; opposite Masa, before 1 October, 2013 at 15:00 hours

APPLICATION FORM

SECTION A: MINIMUM REQUIREMENTS FOR ELIGIBILITY INTO PROGRAM

To enter the programme, SMEs must fulfill the minimum criteria which include the following:

- Be a Botswana registered company
- Have a minimum of 15 employees
- Have a minimum annual sales/turnover of P1,500,000 and/or assets of P500,000
- Be within the following sectors: Manufacturing, including Agro Industries (meat, dairy, horticulture...), Tourism, Construction and Public Works, Information and Communication Technology.

PROGRAM REQUIREMENT	
Business Sector (indicate which one)	
Manufacturing, including Agro Industries (meat, dairy, horticulture...)	
Tourism	
Construction and Public Works	
Services (ICT)	

Company registration number (compulsory)	

Details of shareholders

	%
Name:	
Name:	
Name:	

Membership (please tick where appropriate)

Botswana Investment and Trade Centre (BITC)	
Botswana Confederation of Commerce Industry & Manpower (BOCCIM)	
Botswana Manufacturers and Exporters	
Hospitality and Tourism Association of	
Local Enterprise Authority (LEA)	
Other (please specify)	

SECTION B: APPLICANT COMPANY'S DETAILS

Details

Name (First Name & Surname)	
Age	
Nationality	
Name of Business	

Contact Details:

Mobile #	
Landline #	
Facsimile #	
Email Address	
Physical Address	
Postal Address	

Educational background

Education (highest level of education attained)	
Vocational training and qualification	

SECTION C: PROGRAM QUESTIONNAIRE**FINANCIAL**

	QUESTION	RESPONSE
1	Who is your business banker?	
2	Has your company ever benefited from a finance facility e.g. bank loan, overdraft etc When?	
	Amount?	

	Financing Institution?	
	Were your business needs satisfied? If no, indicate why?	
3	Has your company ever benefitted	
	If yes, what type?	
	When?	
	Amount?	
	Developmental Institution?	
	Were your business needs satisfied? If no, indicate why?	
4	What is your annual turnover?	
5	Net Assets Value i.e. Assets less Liabilities	
6	Financial Year End	
7	Last set of financial statements available? (provide a copy)	
8	What are your profit margins (both gross and net)?	
9	Have your financials ever been audited?	
10	Have you personally financed the business?	
11	Are you facing any other challenges in this segment?	

PRODUCTION

	QUESTION	RESPONSE
12	What is the range of your products?	
13	What proportion or % of your raw materials is available locally? Elaborate	
14	Have any of your products been quality certified? If yes, elaborate	
15	What is your current production capacity and what would it take to move closer to 100% capacity?	
16	If currently operating below full capacity, give reasons	
17	Any machines not in operation now? If yes, give details and estimated repairs costs	
18	Are you facing any other challenges in this segment?	

MARKET, COMPETITION & COMPANY BRAND

	QUESTION	RESPONSE
19	Who is your target market?	
20	Do you export? If no, why not?	

	If yes, where to and why?	
21	What market are you trying to penetrate?	
	What problems do you face in this?	
	Why are you facing these problems?	
	What can be done to solve these problems?	
22	Have you identified any gaps in the market or new markets?	
23	What is your competitive advantage? What do you do differently or better from	
24	Are you a well-known brand? If	
25	How do target customers get to know about your business?	
26	Have you ever won any awards, whether personally or for the business? If yes	
	Where?	
	Description of award?	
	Awarding institution?	
	Award benefits?	
27	Are you aware of your competitor?	
28	Do you have any comparisons with your competitors?	

29	Are you facing any other challenges in marketing and selling?	
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HUMAN RESOURCES

	QUESTION	RESPONSE
30	Staff complement i.e. how many staff members do you have including yourself?	
	Are you are full time engaged?	
31	Break down staff complement into	
	Non-citizens	
32	Organizational structure	
	Owner	
	Director/ CEO	
	Supervisory/ Management	
	Finance/ accounts	
	Administration	
	Technical	
	Manual/ Clerical (provide a copy of structure)	
33	Staff turnover rate	
	How long have you had your longest serving employee?	
	How long does staff stay on average?	
	Do you struggle with finding skilled staff? If yes What is the reason	
34	Have you ever done a 'skills gap analysis'? If yes, what are the identified skills gaps at your business?	

35	Are you facing any other challenges in staff and HR and skills?	
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SUSTAINABILITY

36	Do you have business risk management plan? If so what is it?	
	Where do you see your business to be in the	
	What are your business risks? List them	
	What do you intend to do in order to alleviate your business risks?	
37	What is your succession plan?	

38	Are you involved in any other business? If yes	
	Name of business	
	Business sector	
	Location	
	How long in operation	
Your % shareholding		
39	Type of Capacity Building needed to perform your business What type of assistance to you require?	

40	Please provide any other additional information useful for assessing your company	
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