



CAPE WINELANDS DISTRICT MUNICIPALITY

ENTREPRENEURIAL SEED FUND PROGRAMME

APPLICATION FORM 2021/2022

Overview

Thank you for your interest in the Cape Winelands District Municipality's (CWDM) Entrepreneurial Seed Fund Programme.

The Entrepreneurial Seed Fund has been established by the CWDM in order to provide limited grant funding to SMMEs within the district that require seed capital in order to establish themselves and/or grow. The funding will mainly be allocated in the form of a grant in-kind, for example through the purchasing of equipment or supplies on behalf of the SMME by the district municipality. The CWDM does not transfer money directly to the SMME. Funding ranges between R10 000 and R30 000.

General Eligibility Requirements for SMMEs

To be eligible for the funding, SMMEs must complete the attached application form.

General criteria for selecting SMMEs

In determining which applicants among all those submitting applications will be considered for funding, the CWDM considers and weighs those SMMEs that submit evidence of the following criteria:

1. SMME is or will be a legally registered business;
2. SMME has clearly defined, measurable and achievable goals and objectives;
3. Application adequately describes the managerial, financial and technical capability of the SMME to be viable;
4. Supporting documents is attached to the application.
5. Each applicant **must** complete the attached Declaration of Interest form. If not completed, your application will not be considered.

SUBMISSION

Duly completed Call for Proposals must be enclosed in a (separate) sealed envelope and endorsed with the relevant name and description on the envelope/s.

The sealed document must be placed in the official tender boxes of the District Municipality's offices as listed below on or before Friday, **30 October 2020 at 11:00**.

Stellenbosch: 29 Du Toit Street

Paarl: 194 Main Street

Worcester: 51 Trappe Street

Ceres: 27 Munnik Street

Robertson: 46 Van Reenen Street

Montagu: 56 Bad Street

Please note that no proposals will be accepted via email or post (internal or external) and the Cape Winelands takes no responsibility for proposals that are not submitted in the tender boxes in the prescribed manner and no correspondence would be entered into by any official on behalf of the Cape Winelands District Municipality regarding this.

Call for Proposals / Subsidy will only be available from 1 July 2021.

Should no feedback be received by 30 June 2021 applicants may assume that their applications have been unsuccessful.

ADDITIONAL NOTES

Foreigners applying must be in possession of a residents permit or green ID Document or have Refugee status and must be tax compliant.

DIRECT ENQUIRIES

Please direct any enquires to Prudence January at prudence@capewinelands.gov.za or Nozuko Bhobhi at nozuko@capewinelands.gov.za or tel: 086 126 5263.

SECTION A: CONTACT INFORMATION

1. Name of business: _____
2. Address:

3. Telephone: _____ Cell: _____
Fax: _____
Email Address: _____
Website Address: _____
4. Municipal ward where business is or will be located: _____
5. Are you, your staff or business partner/s currently employed by Government?
Yes/No: _____
6. Are you, your staff or business partner/s currently related to anyone employed at the Cape Winelands District Municipality?

Yes/No: _____

SECTION B: BACKGROUND INFORMATION ON BUSINESS

1. When was your business established?

2. Is your business registered and as what is your business registered?
Yes _____ No _____ In process _____ Type _____
3. If answer is yes, please attach a copy of the business registration document.
If answer is in progress, when did you apply for registration?
4. Who started/established the business?

5. Who manages the business? List the manager's name, title and educational background.

6. How many owners are there?
Men _____ Age(s) _____ Women _____ Age(s) _____ Disabled _____

How many full time employees are there?
Men _____ Age(s) _____ Women _____ Age(s) _____ Disabled _____

How many part time employees are there?

Men____ Age(s)_____ Women____ Age(s)_____ Disabled ____

7. In chart below provide the requested information about your staff:

Name	Title	Full time	Part time	Educational Background

8. How long has your business been in operation?

SECTION C: BUSINESS PLAN

EXECUTIVE SUMMARY

A brief description of what the business is, who the market is, why the business is likely to be successful, what the overall strategy is, and how much money is required to start.

[illegible]

1. BUSINESS DESCRIPTION

Short description of the business and what it does.

2. BUSINESS OPERATIONS

Longer description of the business, what it does, how, etc. Describe the concept and exactly how the business will work. If applicable, please list important suppliers and contracts that you have.

[illegible]

3. MARKET AND COMPETITION

3.1 Environment Analysis

Describe the overall context of the business. Why is this the right place, time, etc for this business to be operating.

[illegible]

3.2 Target Market Analysis

Describe the clients. Who are they, why would they buy from you or make use of your services? What is it they're looking for?

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3.3 Competitor Analysis

Who are your major competitors? What are they doing right? And wrong? If new and upcoming business, what will they do to respond to your business?

[illegible]

4. MARKETING PLAN AND STRATEGIES

4.1 Strategies

What is the company going to do to break into the market? If a new and upcoming business, demonstrate simple strategies that your business plan to use to attract your first customers.

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4.2 Timeline

A strategy is no use without a detailed layout of the objectives, tasks and length of time (or due dates) associated with each task. List these.

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5. ORGANISATION STRUCTURE AND HUMAN RESOURCES

5.1 Management and Support Personnel

Give a brief description of the people behind the company. The full cv's must be attached at the end, so these are very brief descriptions of who people are, what their experience is and what they will be doing (i.e. what are they responsible for).

5.2 Organisation Structure

A large organisation structure is not necessary. However, a description (or visual representation) of how the various aspects of the business relate to each other will be helpful.

6. FINANCE

Established SMMEs are required to provide financial statements which must be attached to this application form.

In case of start-ups(*Use projected financial estimates*).

6.1 Owners Contribution

Specify what the owner will contribute to the business.

Owner's contribution (eg. stock, equipment, cash)	Estimated value in Rand
Total owner's contribution:	

6.2 Total investment and funding requirements

[illegible]

6.3 Monthly cash flow statements

Please project what the monthly movement of cash will be into and out of the business.

[illegible]

7. Funding Required

Specify exactly how much funding is needed and what it will be used for.

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8. CONCLUSION

A short, snappy summary, repeating what the business is, why it will be successful and why it should be supported.

[illegible]

SECTION D: PROJECT DESCRIPTION

1. Why is the business needed? Please state the developmental problem(s) you plan to address as a community member with your business and the proposed business location and/or address.

2. State the objectives of the business and explain how the proposed business will address the developmental problem(s) in your community as stated above?

3. Have the business previously received funding from government? If yes, what type, under which programme, and how much?

4. List two references who can vouch for the integrity, reliability and usefulness of your business or business idea.

Reference(1)

Name: _____

Contact Information

Reference(2)

Name: _____

Contact Information

Is your CWDM declaration of interest form attached to this application? YES/NO

The undersigned persons acknowledge that the information provided is correct

Please write the names in print.

Name:

Signature:.....

Date:.....

CWDM OFFICIAL USE			
Name of official	Recommendation		Comment
	Yes	No	
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