

# HELP for AfriBizKid 4-Product 3-Year Business Plan

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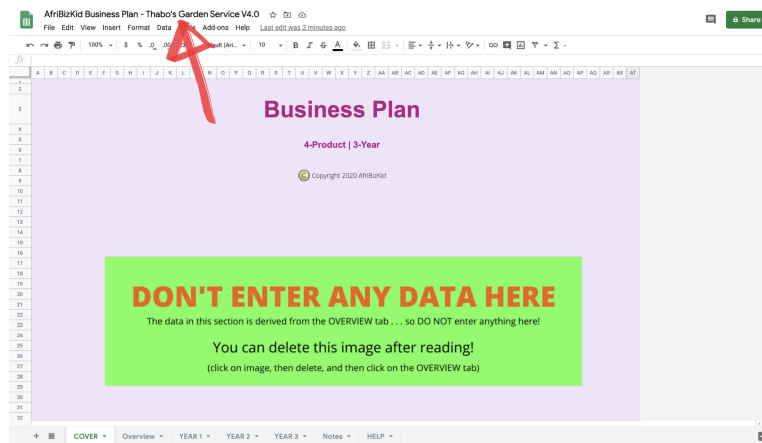
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Follow these easy steps for completing the AfriBizKid 4-Product Business Plan!

**NOTE:** Only input in the BLUE cells >>  (making changes to other cells will impact the integrity of the spreadsheet)

## Step # 1 Year 1: Access the AfriBizKid Business Plan in Google Sheets

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### 1.1 Download the AfriBizKid Business Plan and Open in Google Sheets

Click on the URL below to access the **AfriBizKid Business Plan**

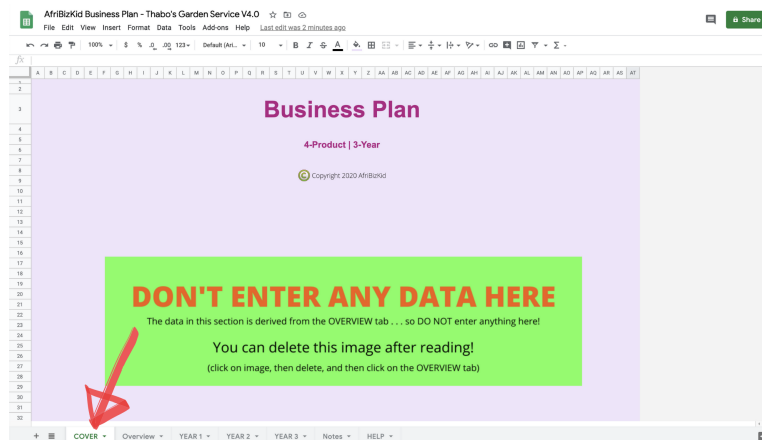
<https://docs.google.com/spreadsheets/d/16Y7ckAA7FIOZ2kNMsgkXmuMnsI0Zv7Wp1093MGweZjE/edit?usp=sharing>

### 1.2 Rename the Business Plan with the Name of Your Business

Click on the spreadsheet name at the top/left and append with your business name

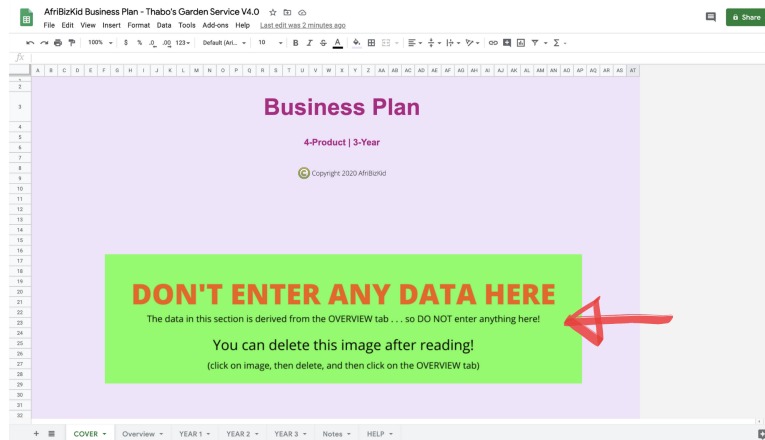
### 1.3 Select the COVER tab (bottom left) - the document should OPEN on this page

**COVER** Start off on the FIRST TAB (bottom left) - COVER



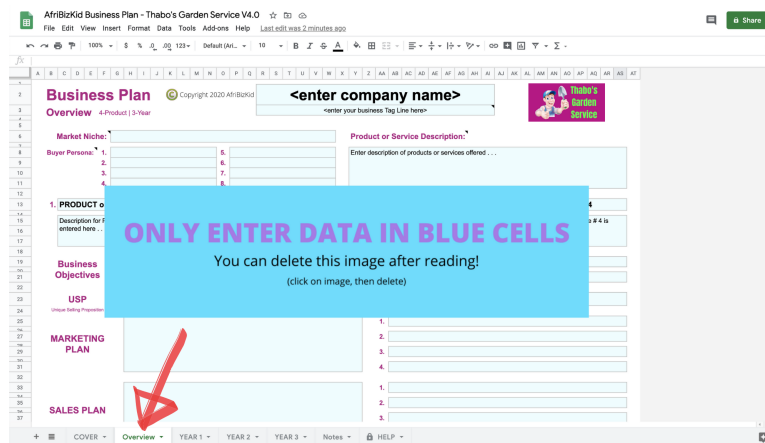
#### 1.4 READ, then Delete the GREEN 'Don't Enter Any Data Here' Image

This step is to have the user acknowledge that they should NOT enter any data on the COVER page



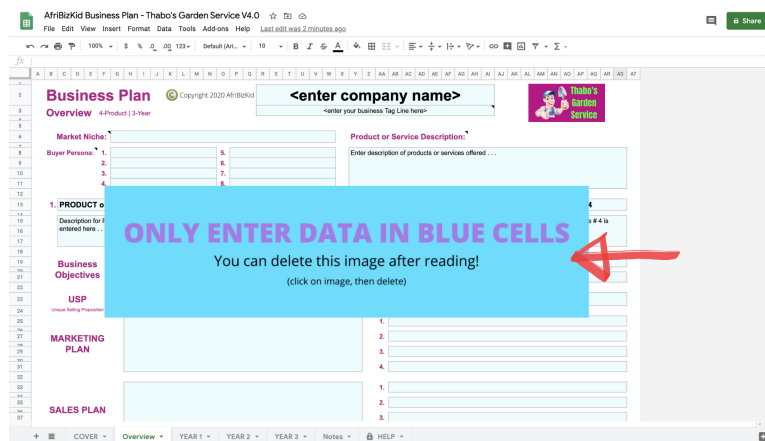
#### 1.5 Select the OVERVIEW tab (bottom left)

**Overview** Click on the SECOND TAB (bottom left), for the Overview section



#### 1.6 READ, then Delete the 'Only Enter Data in Blue Cells' Image

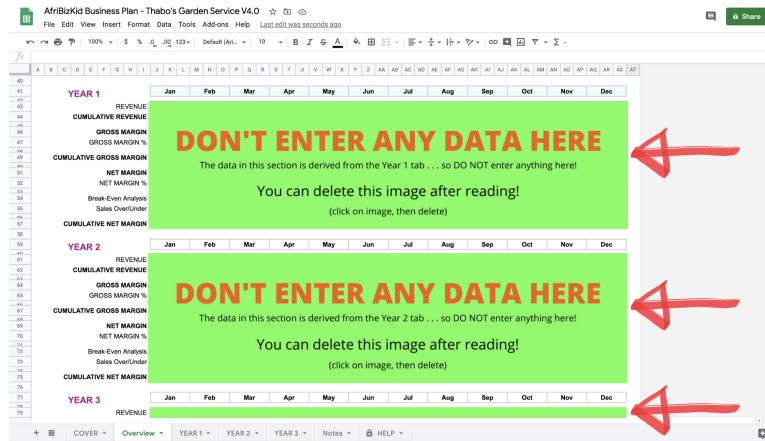
This step is to have the user acknowledge that they should only input data and content in the BLUE cells



### 1.7 READ, then Delete the THREE GREEN 'Don't Enter Any Data Here' Images

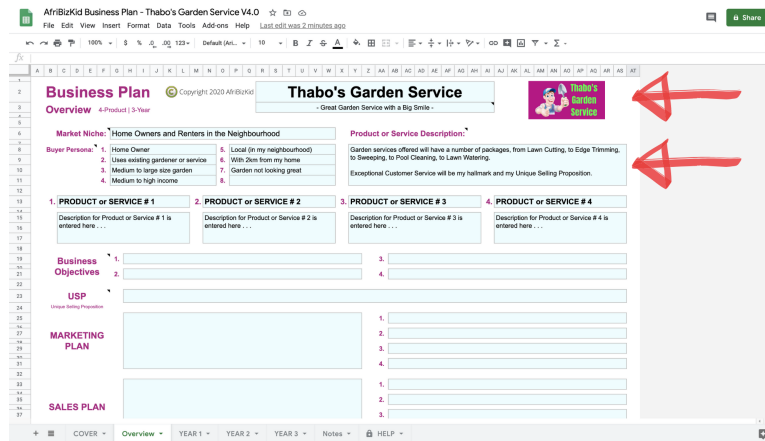
This step is to have the user acknowledge that they should NOT enter any data in these areas

The 'output data' in these areas is derived from the Year 1, Year 2, and Year 3 tabs



## Step # 2 Business Name, Tag Line & Logo, Market & Buyer Persona, and Products & Services Description

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### 2.1 Business Name, Tag Line & Logo

Input the Business Name

Input the Tag Line

Insert a LOGO where indicated (add the image 'in the cell')

### 2.2 Market & Buyer Persona

Add the Market Niche

Add the CRITERIA that comprise the BUYER PERSONA

### 2.3 Product or Service Description

Add a general description of the Products or Services being sold by the business

## Step # 3 Add Products/Services Names & Descriptions

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**Business Plan**  
Overview  
4 Product | 3 Year

**Market Niche:** Home Owners and Renters in the Neighbourhood

**Buyer Persona:**

- Home Owner
- Local (in my neighbourhood)
- Uses existing gardener or service
- With 2km from my home
- Medium to large size garden
- Garden not looking great
- Medium to high income

**Product or Service Description:**

Garden services offered will have a number of packages, from Lawn Cutting, to Edge Trimming, to Sweeping, to Pool Cleaning, to Lawn Watering.

Exceptional Customer Service will be my hallmark and my Unique Selling Proposition.

**1. Lawn Mowing (1 hr)**  
Using my own mower, which I will 'wash' to the owner's yard. Edge Trimming will be separate charge (see Garden Services).

**2. Pool Cleaning (1 hr)**  
Time only. All equipment and chemicals supplied by owner.

**3. Garden Services (1 hr)**  
Edge trimming, sweeping, raking, picking up dog poop, cutting hedges, tree trimming. This will be on a time basis.

**4. General DIY Type Work (1 hr)**  
Anything needed to be done, on a time basis.

**Business Objectives**

- 
- 
- 
- 

**USP**  
Unique Selling Proposition

**MARKETING PLAN**

- 
- 
- 
- 

**SALES PLAN**

- 
- 
- 

### 3.1 Add Product/Service Names

Add Product or Service Names for 1 to 4 Products or Services

### 3.2 Add Product/Service Descriptions

Add individual Product or Service descriptions for 1 to 4 Products or Services

## Step # 4 Business Objectives, USP, Marketing Plan, and Sales Plan

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**Business Plan**  
Overview  
4 Product | 3 Year

**Market Niche:** Home Owners and Renters in the Neighbourhood

**Buyer Persona:**

- Home Owner
- Local (in my neighbourhood)
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**Product or Service Description:**

Garden services offered will have a number of packages, from Lawn Cutting, to Edge Trimming, to Sweeping, to Pool Cleaning, to Lawn Watering.

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**2. Pool Cleaning (1 hr)**  
Time only. All equipment and chemicals supplied by owner.

**3. Garden Services (1 hr)**  
Edge trimming, sweeping, raking, picking up dog poop, cutting hedges, tree trimming. This will be on a time basis.

**4. General DIY Type Work (1 hr)**  
Anything needed to be done, on a time basis.

**Business Objectives**

- To start and grow a garden service business
- Gain at least 10 customers in Year 1
- Remain profitable in Year 1
- Plan for growth in Year 2 and Year 3

**USP**  
Unique Selling Proposition

Exceptional Service for a Reasonable Price

**MARKETING PLAN**

Marketing will mainly be done via door-to-door flyers, dropped off within a radius of 2km from my home. Where we know the people, I will make follow up phone calls and promote the value of my service.

- Design Marketing Flyers - Drop off at houses
- Obtain Testimonials - get existing customers to rate my service through a survey
- Make follow up calls to existing customers to sell other services
- Regular Report Backs - leave notes of work done as well as other work needed

**SALES PLAN**

The sales process will be very closely related to the marketing plan, almost one and the same.

- Visit home owners and to a face-to-face presentation of my services
- Have customers sign a contract in which I agree to service levels
- 
- 

**YEAR 1**

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

### 4.1 Business Objectives

Add 1 to 4 OBJECTIVES for your business

### 4.2 Unique Selling Proposition (USP)

Add a Unique Selling Proposition (USP) for your business: USPs directly address a specific need experienced by a company's ideal customer. A great unique selling proposition, sometimes known as a value proposition, should also emphasise what individual quality separates a business from its competition.

### 4.3 Marketing Plan

Add a short description of a Marketing Plan for your business

Add 1 to 4 Key Tasks for your Marketing Plan - what will you need to do to market your business?

### 4.4 Sales Plan

Add a short description of a Sales Plan for your business

Add 1 to 4 Key Tasks for your Sales Plan - what will you need to do to achieve sales for your business?



## Step # 5 Months of the Year

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**USP**  
Exceptional Service for a Reasonable Price

**MARKETING PLAN**  
Marketing will mainly be done via door-to-door flyers, dropped off within a radius of 2km from my home. Where we know the people, I will make follow up phone calls and promote the value of my service.

**SALES PLAN**  
The sales process will be very closely related to the marketing plan, almost one and the same.

**YEAR 1**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
CUMULATIVE REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CUMULATIVE GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Break-Even Analysis	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
Sales Over/Under	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
CUMULATIVE NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0

**YEAR 2**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
CUMULATIVE REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CUMULATIVE GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Break-Even Analysis	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
Sales Over/Under	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
CUMULATIVE NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0

### 5.1 Enter the Months of the Year

Decide what MONTH you want your Business Plan to start from; normally it is January, but it can be any month you choose

Abbreviate the MONTH with the first THREE LETTERS, eg 'Jan' for January

Increment the MONTHS over the 12-month period buy dragging the first month across the remaining 11 cells

## Step # 6 Add Comments, Author, Revision, Date

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**USP**  
Exceptional Service for a Reasonable Price

**MARKETING PLAN**  
Marketing will mainly be done via door-to-door flyers, dropped off within a radius of 2km from my home. Where we know the people, I will make follow up phone calls and promote the value of my service.

**SALES PLAN**  
The sales process will be very closely related to the marketing plan, almost one and the same.

**YEAR 1**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
CUMULATIVE REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CUMULATIVE GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Break-Even Analysis	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
Sales Over/Under	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
CUMULATIVE NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0

**YEAR 2**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
CUMULATIVE REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CUMULATIVE GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Break-Even Analysis	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
Sales Over/Under	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
CUMULATIVE NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0

**YEAR 3**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
CUMULATIVE REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
GROSS MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CUMULATIVE GROSS MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0
NET MARGIN %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Break-Even Analysis	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
Sales Over/Under	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales	no sales
CUMULATIVE NET MARGIN	0	0	0	0	0	0	0	0	0	0	0	0

Notes: All garden work will take place in the afternoons, after school, and on weekends. Sales are ramped up gradually in the first two months as marketing takes place.  
24 hours a month is roughly 6 hours a week, so should be quite manageable.

Created by: Thabo Khumalo  
I'm an AfriBizKid  
www.AfriBizKid.co.za  
Revision: 01 Date: 10/1/2020

### 6.1 Add Business Plan Notes for the Overview

Add any notes that help explain the assumptions and decisions you have taken for creating the business plan

### 6.2 Add Author, Revision & Date

Add your NAME, the BUSINESS PLAN REVISION and the DATE of the business plan

## Step # 7 Year 1 Inputs: Click on the Second Tab

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### 7.1 Select the Year 1 Tab

Select the Year 1 tab at the bottom left

## Step # 8 Add Products/Services and create Product/Service Costing

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### 8.1 Do Costing for Each Product/Service

Add cost descriptions and amounts for the costs for each Product or Service

BATCH SIZE: Increase this above 1 ONLY if the product is costed and made in BATCHES and then sold as individual items. If BATCH SIZE is above 1, then the TOTAL COST will be divided by the BATCH SIZE to give the UNIT COST

### 8.2 Apply a Mark Up for Each Product/Service

Decide on the MARK UP you are going to apply to your Products or Services

The MARK UPS can vary between the Products or Services

Guidelines for MARK UPS are from 25% up to 100%, but are largely dependent on the OVERHEADS that the Net Profits generated will have to cover when multiplied by the Sales Units (see later, in Step # 9), as well as what the MARKET (your customers) would be prepared to pay for the Product or Service

MARK UPS can be changed to ensure that the Gross Margins and Net Margins remain positive and are often adjusted later, once the business plan is complete and the Cumulative Gross Profit and Cumulative Net Profit are determined.

### 8.3 (Optional) Input Unit Sell Price

The INPUT UNIT SELL PRICE is used to round up or round down a Sell Price, rather than adjust the Mark Up to achieve the desired UNIT SELL PRICE (125.68 might be the calculated Unit Sell Price, and yet 130 is input, for example)

When the INPUT UNIT SELL PRICE is used, the revised 'New Gross Margin %' will be displayed just below the INPUT UNIT SELL PRICE

In this example, the 4th Service, 'General DIY-Type Work', was increased to 150 as it was felt that this is a more specialised type of work involving tools, and therefore could command a higher rate.

## Step # 9 Input Year 1 Sales Forecast

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The screenshot shows the 'Sales Forecast' and 'Revenue Forecast' sections for Year 1. The 'Sales Forecast' table shows units sold per month for four services: Lawn Mowing, Pool Cleaning, Garden Services, and General DIY Type Work. The 'Revenue Forecast' table shows the corresponding revenue for each service.

Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	3	8	12	12	12	12	12	12	12	12	12	12
Pool Cleaning (1 hr)	1	2	4	4	4	4	4	4	4	4	4	4
Garden Services (1 hr)	1	2	4	4	4	4	4	4	4	4	4	4
General DIY Type Work (1 hr)	1	2	4	4	4	4	4	4	4	4	4	4
<b>TOTAL MONTHLY UNITS</b>	<b>6</b>	<b>12</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>

Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	400	900	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
Pool Cleaning (1 hr)	100	200	400	400	400	400	400	400	400	400	400	400
Garden Services (1 hr)	100	200	400	400	400	400	400	400	400	400	400	400

### 9.1 Input the Sales Forecast per Product/Service for Year 1

Input the SALES UNITS into SALES FORECAST (the number of units of each of the products or services that will be sold each month)

In this example, the sales units are HOURS

## Step # 10 Input Year 1 Indirect Costs

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The screenshot shows the 'Profit & Loss' section for Year 1. The 'Indirect Costs' table shows the costs for each month for three categories: Salary for Worker/Owner, Lawn Mower Maintenance, and other indirect costs. The 'NET MARGIN' is calculated at the bottom.

Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE	800	1,600	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200
<b>TOTAL COST OF SALES</b>	<b>375</b>	<b>750</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>
Lawn Mowing (1 hr)	225	450	900	900	900	900	900	900	900	900	900	900
Pool Cleaning (1 hr)	50	100	200	200	200	200	200	200	200	200	200	200
Garden Services (1 hr)	50	100	200	200	200	200	200	200	200	200	200	200
General DIY Type Work (1 hr)	50	100	200	200	200	200	200	200	200	200	200	200
<b>GROSS MARGIN</b>	<b>425</b>	<b>850</b>	<b>1,700</b>	<b>1,700</b>	<b>1,700</b>	<b>1,700</b>	<b>1,700</b>	<b>1,700</b>	<b>1,700</b>	<b>1,700</b>	<b>1,700</b>	<b>1,700</b>
<b>GROSS MARGIN %</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>	<b>53.1%</b>
<b>CUMULATIVE GROSS MARGIN</b>	<b>425</b>	<b>1,275</b>	<b>2,975</b>	<b>4,675</b>	<b>6,375</b>	<b>8,075</b>	<b>9,775</b>	<b>11,475</b>	<b>13,175</b>	<b>14,875</b>	<b>16,575</b>	<b>18,275</b>
<b>TOTAL INDIRECT COSTS</b>	<b>350</b>	<b>700</b>	<b>1,300</b>	<b>1,300</b>	<b>1,300</b>	<b>1,300</b>	<b>1,300</b>	<b>1,300</b>	<b>1,300</b>	<b>1,300</b>	<b>1,300</b>	<b>1,300</b>
Salary for Worker/Owner	250	500	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Lawn Mower Maintenance	100	200	300	300	300	300	300	300	300	300	300	300
<b>NET MARGIN</b>	<b>75</b>	<b>150</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>
<b>NET MARGIN %</b>	<b>9.4%</b>	<b>9.4%</b>	<b>12.5%</b>	<b>12.5%</b>	<b>12.5%</b>	<b>12.5%</b>	<b>12.5%</b>	<b>12.5%</b>	<b>12.5%</b>	<b>12.5%</b>	<b>12.5%</b>	<b>12.5%</b>

### 10.1 Input Indirect (Overhead) Costs for Year 1

Input the INDIRECT COSTS (Overheads) that will need to be paid each month

Examples of Indirect costs are: Rental, Marketing, Website, Telephone, Services, etc

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## 8

## Step # 13 Input Y-o-Y Cost Increase, Mark-Up, and Input Sell Price (Optional)

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Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Pool Cleaning (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Garden Services (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
General DIY Type Work (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL MONTHLY UNITS	0	0	0	0	0	0	0	0	0	0	0	0

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Pool Cleaning (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Garden Services (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
General DIY Type Work (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL MONTHLY REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
CUMULATIVE TOTAL REVENUE	0	0	0	0	0	0	0	0	0	0	0	0

### 13.1 Insert Year-on-Year Cost Increases

Estimate the PERCENTAGE that costs will increase by from Year 1 to Year 2

This may vary between Products or Services, so input the values, as needed

### 13.2 Revise Mark Up for Products or Services

You are able to adjust the MARK UP for each of the Products or Services

This may vary between Products or Services, so input the values as needed

### 13.3 (Optional) Input Unit Sell Price

The INPUT UNIT SELL PRICE is used to round up or round down a Sell Price, rather than adjust the Mark Up to achieve the desired UNIT SELL PRICE (125.68 might be the calculated Unit Sell Price, and yet 130 is input, for example)

When the INPUT UNIT SELL PRICE is used, the revised 'New Gross Margin %' will be displayed just below the INPUT UNIT SELL PRICE

In this example, all FOUR Services have had UNIT SELL PRICE (INPUT) added as it was felt that due to the great service delivered the customers would be happy to pay more

## Step # 14 Input Year 2 Sales Forecast

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Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	15	15	15	15	15	15	15	15	15	15	15	15
Pool Cleaning (1 hr)	5	5	5	5	5	5	5	5	5	5	5	5
Garden Services (1 hr)	5	5	5	5	5	5	5	5	5	5	5	5
General DIY Type Work (1 hr)	5	5	5	5	5	5	5	5	5	5	5	5
TOTAL MONTHLY UNITS	30	30	30	30	30	30	30	30	30	30	30	30

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625
Pool Cleaning (1 hr)	625	625	625	625	625	625	625	625	625	625	625	625
Garden Services (1 hr)	625	625	625	625	625	625	625	625	625	625	625	625
General DIY Type Work (1 hr)	625	625	625	625	625	625	625	625	625	625	625	625
TOTAL MONTHLY REVENUE	4,790	9,400	14,100	18,800	23,500	28,200	32,900	37,600	42,300	47,000	51,700	56,400

### 14.1 Input the Sales Forecast per Product/Service for Year 2

Input the SALES UNITS into SALES FORECAST (the number of units of each of the products or services that will be sold each month)

In this example, the sales units are HOURS

## Step # 15 Input Year 2 Indirect Costs (including any additional Indirect Cost Items)

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	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
General DTY Type Work (1 hr)	263	263	263	263	263	263	263	263	263	263	263
<b>GROSS MARGIN</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>	<b>2,731</b>
GROSS MARGIN %	58.1%	58.1%	58.1%	58.1%	58.1%	58.1%	58.1%	58.1%	58.1%	58.1%	58.1%
<b>CUMULATIVE GROSS MARGIN</b>	<b>21,066</b>	<b>23,798</b>	<b>26,489</b>	<b>29,200</b>	<b>31,931</b>	<b>34,663</b>	<b>37,394</b>	<b>40,125</b>	<b>42,856</b>	<b>45,588</b>	<b>48,319</b>
<b>TOTAL INDIRECT COSTS</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>
Salary for Worker/Owner	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Lawn Mower Maintenance	500	500	500	500	500	500	500	500	500	500	500
<b>NET MARGIN</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>
NET MARGIN %	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%
Break-Even Analysis	3,442	3,442	3,442	3,442	3,442	3,442	3,442	3,442	3,442	3,442	3,442
Sales Over/Under	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258
<b>CUMULATIVE NET MARGIN</b>	<b>4,956</b>	<b>5,688</b>	<b>6,419</b>	<b>7,150</b>	<b>7,881</b>	<b>8,613</b>	<b>9,344</b>	<b>10,075</b>	<b>10,806</b>	<b>11,538</b>	<b>12,269</b>

### 15.1 Input Indirect (Overhead) Costs for Year 2

Input the INDIRECT COSTS (Overheads) that will need to be paid each month.

Examples of Indirect costs are: Rental, Marketing, Website, Telephone, Services, etc.

Should additional INDIRECT COST items need to be added, these may be added in Year 1 (in the blue input fields)

### 15.2 Input Additional Indirect (Overhead) Costs

Input any ADDITIONAL INDIRECT COST items in the last five rows of the INDIRECT COST table

## Step # 16 Add Comments for Year 2

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	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
<b>NET MARGIN</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>	<b>731</b>
NET MARGIN %	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%
Break-Even Analysis	3,442	3,442	3,442	3,442	3,442	3,442	3,442	3,442	3,442	3,442	3,442
Sales Over/Under	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258
<b>CUMULATIVE NET MARGIN</b>	<b>4,956</b>	<b>5,688</b>	<b>6,419</b>	<b>7,150</b>	<b>7,881</b>	<b>8,613</b>	<b>9,344</b>	<b>10,075</b>	<b>10,806</b>	<b>11,538</b>	<b>12,269</b>
<p>All garden work will take place in the afternoons, after school, and on weekends.            30 hours a month is roughly 7 hours a week, so should be manageable.            Next year, I will need to take on some help.</p>											

### 16.1 Add Business Plan Notes for Year 2

Add any notes that help explain the assumptions and decisions you have taken for creating the business plan for Year 2

## Step # 17 Year 3 Inputs: Click on the Third Tab

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**Business Plan**  
Year 3  
Thabo's Garden Service  
- Great Garden Service with a Big Smile -

1. Lawn Mowing (1 hr) 2. Pool Cleaning (1 hr) 3. Garden Services (1 hr) 4. General DIY Type Work (1 hr)

Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0%

UNIT COST 80 UNIT COST 90 UNIT COST 90 UNIT COST 90

Mark Up 25.0% Mark Up 25.0% Mark Up 25.0% Mark Up 25.0%

UNIT SELL PRICE 160 UNIT SELL PRICE 110 UNIT SELL PRICE 110 UNIT SELL PRICE 110

GROSS MARGIN 21 GROSS MARGIN 14 GROSS MARGIN 14 GROSS MARGIN 14

GROSS MARGIN % 20.0% GROSS MARGIN % 20.0% GROSS MARGIN % 20.0% GROSS MARGIN % 20.0%

UNIT SELL PRICE (INPUT) 0 UNIT SELL PRICE (INPUT) 0 UNIT SELL PRICE (INPUT) 0 UNIT SELL PRICE (INPUT) 0

**Sales Forecast**  
Year 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Pool Cleaning (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Garden Services (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
General DIY Type Work (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL MONTHLY UNITS	0	0	0	0	0	0	0	0	0	0	0	0

**Revenue Forecast**  
Year 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Pool Cleaning (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Garden Services (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
General DIY Type Work (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL MONTHLY REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
CUMULATIVE TOTAL REVENUE	0	0	0	0	0	0	0	0	0	0	0	0

**Profit & Loss**

COVER Overview YEAR 1 YEAR 2 YEAR 3 Notes HELP

### 17.1 Select the Year 3 Tab

Select the Year 3 tab at the bottom left

## Step # 18 Input Y-o-Y Cost Increase, Mark-Up, and Input Sell Price (Optional)

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**Business Plan**  
Year 3  
Thabo's Garden Service  
- Great Garden Service with a Big Smile -

1. Lawn Mowing (1 hr) 2. Pool Cleaning (1 hr) 3. Garden Services (1 hr) 4. General DIY Type Work (1 hr)

Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0%

UNIT COST 80 UNIT COST 90 UNIT COST 90 UNIT COST 90

Mark Up 100.0% Mark Up 100.0% Mark Up 100.0% Mark Up 100.0%

UNIT SELL PRICE 160 UNIT SELL PRICE 110 UNIT SELL PRICE 110 UNIT SELL PRICE 110

GROSS MARGIN 80 GROSS MARGIN 100 GROSS MARGIN 100 GROSS MARGIN 100

GROSS MARGIN % 50.0% GROSS MARGIN % 50.0% GROSS MARGIN % 50.0% GROSS MARGIN % 50.0%

UNIT SELL PRICE (INPUT) 160 UNIT SELL PRICE (INPUT) 120 UNIT SELL PRICE (INPUT) 120 UNIT SELL PRICE (INPUT) 120

NEW Gross Margin % 55.0% NEW Gross Margin % 55.0% NEW Gross Margin % 55.0% NEW Gross Margin % 55.0%

**Sales Forecast**  
Year 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Pool Cleaning (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Garden Services (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
General DIY Type Work (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL MONTHLY UNITS	0	0	0	0	0	0	0	0	0	0	0	0

**Revenue Forecast**  
Year 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Pool Cleaning (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
Garden Services (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
General DIY Type Work (1 hr)	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL MONTHLY REVENUE	0	0	0	0	0	0	0	0	0	0	0	0
CUMULATIVE TOTAL REVENUE	0	0	0	0	0	0	0	0	0	0	0	0

**Profit & Loss**

COVER Overview YEAR 1 YEAR 2 YEAR 3 Notes HELP

### 18.1 Insert Year-on-Year Cost Increases

Estimate the PERCENTAGE that costs will increase by from Year 2 to Year 3

This may vary between Products or Services, so input the values as needed

### 18.2 Revise Mark Up for Products or Services

You are able to adjust the MARK UP for each of the Products or Services

This may vary between Products or Services, so input the values as needed

### 18.3 (Optional) Input Unit Sell Price

The INPUT UNIT SELL PRICE is used to round up or round down a Sell Price, rather than adjust the Mark Up to achieve the desired UNIT SELL PRICE (125.68 might be the calculated Unit Sell Price, and yet 130 is input, for example)

When the INPUT UNIT SELL PRICE is used, the revised 'New Gross Margin %' will be displayed just below the INPUT UNIT SELL PRICE

In this example, all FOUR Services have again had UNIT SELL PRICE (INPUT) added as it was felt that due to the great service delivered the customers would be happy to pay more - whilst maintaining costs to 5% Year-on-Year, increasing the Unit Sell Price significantly boosts the Gross Margin, leading to overall improved profitability of the business

## Step # 19 Input Year 3 Sales Forecast

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Business Plan Year 3 Copyright 2020 AfriBizKid Thabo's Garden Service - Great Garden Service with a Big Smile

1. Lawn Mowing (1 hr) 2. Pool Cleaning (1 hr) 3. Garden Services (1 hr) 4. General DIY Type Work (1 hr)

Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0%

UNIT COST 83 UNIT COST 95 UNIT COST 95 UNIT COST 95

Mark Up 100.0% Mark Up 100.0% Mark Up 100.0% Mark Up 100.0%

UNIT SELL PRICE 165 UNIT SELL PRICE 195 UNIT SELL PRICE 195 UNIT SELL PRICE 195

GROSS MARGIN 83 GROSS MARGIN 95 GROSS MARGIN 95 GROSS MARGIN 95

GROSS MARGIN % 50.0% GROSS MARGIN % 50.0% GROSS MARGIN % 50.0% GROSS MARGIN % 50.0%

UNIT SELL PRICE (INPUT) 165 UNIT SELL PRICE (INPUT) 195 UNIT SELL PRICE (INPUT) 195 UNIT SELL PRICE (INPUT) 195

NET Gross Margin % 50.0% NET Gross Margin % 50.0% NET Gross Margin % 50.0% NET Gross Margin % 50.0%

Sales Forecast

Year 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	25	25	25	25	25	25	25	25	25	25	25	25
Pool Cleaning (1 hr)	8	8	8	8	8	8	8	8	8	8	8	8
Garden Services (1 hr)	8	8	8	8	8	8	8	8	8	8	8	8
General DIY Type Work (1 hr)	8	8	8	8	8	8	8	8	8	8	8	8
TOTAL MONTHLY UNITS	49	49	49	49	49	49	49	49	49	49	49	49

Revenue Forecast

Year 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025
Pool Cleaning (1 hr)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Garden Services (1 hr)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
General DIY Type Work (1 hr)	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400
TOTAL MONTHLY REVENUE	8,025	8,025	8,025	8,025	8,025	8,025	8,025	8,025	8,025	8,025	8,025	8,025
CUMULATIVE TOTAL REVENUE	8,025	16,050	24,075	32,100	40,125	48,150	56,175	64,200	72,225	80,250	88,275	96,300

Profit & Loss

COVER Overview YEAR 1 YEAR 2 YEAR 3 Notes HELP

### 19.1 Input the Sales Forecast per Product/Service

Input the SALES UNITS into SALES FORECAST (the number of units of each of the products or services that will be sold each month)

In this example, the sales units are HOURS

## Step # 20 Input Year 3 Indirect Costs (including any additional Indirect Cost Items)

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Enter notes here

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL COST OF SALES	3,390	3,390	3,390	3,390	3,390	3,390	3,390	3,390	3,390	3,390	3,390	3,390
Lawn Mowing (1 hr)	2,067	2,067	2,067	2,067	2,067	2,067	2,067	2,067	2,067	2,067	2,067	2,067
Pool Cleaning (1 hr)	441	441	441	441	441	441	441	441	441	441	441	441
Garden Services (1 hr)	441	441	441	441	441	441	441	441	441	441	441	441
General DIY Type Work (1 hr)	441	441	441	441	441	441	441	441	441	441	441	441
GROSS MARGIN	4,635	4,635	4,635	4,635	4,635	4,635	4,635	4,635	4,635	4,635	4,635	4,635
GROSS MARGIN %	57.8%	57.8%	57.8%	57.8%	57.8%	57.8%	57.8%	57.8%	57.8%	57.8%	57.8%	57.8%
CUMULATIVE GROSS MARGIN	55,685	60,320	64,954	69,589	74,224	78,859	83,494	88,129	92,763	97,398	102,033	106,668
TOTAL INDIRECT COSTS	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700
Salary for Worker/Owner	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
Lawn Mower Maintenance	700	700	700	700	700	700	700	700	700	700	700	700
Salary for Second Worker	800	800	800	800	800	800	800	800	800	800	800	800
NET MARGIN	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935	1,935
NET MARGIN %	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%

COVER Overview YEAR 1 YEAR 2 YEAR 3 Notes HELP

### 20.1 Input Indirect (Overhead) Costs for Year 3

Input the INDIRECT COSTS (Overheads) that will need to be paid each month.

Examples of Indirect costs are: Rental, Marketing, Website, Telephone, Services, etc.

Should additional INDIRECT COST items need to be added, these can be added on the Year 1 and Year 2 tabs (in the respective blue input fields)



## Step # 21 Add Comments for Year 3

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The screenshot shows the 'AfriBizKid Business Plan - Thabo's Garden Service V4.0' spreadsheet. The 'Notes' tab is selected at the bottom. The spreadsheet displays financial data for Year 3, including a 'Salary for Second Worker' of 800 and a 'NET MARGIN' of 1,935. A red arrow points to the 'Notes' tab at the bottom of the spreadsheet.

### 21.1 Add Business Plan Notes for Year 3

Add any notes that help explain the assumptions and decisions you have taken for creating the business plan for Year 3

## Step # 22 Notes: Click on the Fourth Tab

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The screenshot shows the 'Notes' tab of the 'AfriBizKid Business Plan - Thabo's Garden Service V4.0'. The tab is titled 'Business Plan Notes' and contains sections for 'Start Up Costs', 'SWOT Analysis', and 'Threats'. A red arrow points to the 'Notes' tab at the bottom of the spreadsheet.

### 22.1 Select the Notes Tab

Select the Notes tab at the bottom left

### Step # 23 Input Start-Up Costs

[illegible]

### 23.1 Categorise Start-Up Costs (6 Options)

Define as many CATEGORIES of Start Up costs as you will need

Six Categories are allowed for

In the case above, only 'Equipment for Garden Services' has been used

### 23.2 Input Start Up Costs

Input the various costs within each category of costs

In this case there is only ONE cost, which is the purchase of a second-hand lawnmower, which sub-totals to the Category Level of 5,000, and which in turn totals to the Total Start Up Cost (at the top) of 5,000

## Step # 24 SWOT Analysis

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**SWOT Analysis**

**Strengths** (INTERNAL)

1. Great service
2. Flexible
3. Service Local only - so am able to quickly respond to needs
- 4.
- 5.

**Weaknesses** (INTERNAL)

1. No staff to support me - so if I am sick, I cannot service my customers
- 2.
- 3.
- 4.
- 5.

**Opportunities** (EXTERNAL)

1. Take on additional staff - for increased turnover
2. Grow 'In-Home' DIY type work
- 3.
- 4.
- 5.

**Threats** (EXTERNAL)

1. Other garden services could drop their prices to force me out
- 2.
- 3.
- 4.
- 5.

**SWOT Actions**

1. Plan to employ a backup person as soon as turnover, profits and cashflow allows
2. Conduct market survey for 'In-Home' DIY services
3. Constantly get feedback from customers on value for money
- 4.
- 5.

**Graphical Outputs**

**Year 1**

4,000

— TOTAL MONTHLY REVENUE — GROSS MARGIN — NET MARGIN

COVER Overview YEAR 1 YEAR 2 YEAR 3 Notes HELP

### 24.1 Input Strengths, Weaknesses, Opportunities, and Threats

Input STRENGTHS: the attributes of your small business that are helpful to achieving the objective(s)

Input WEAKNESSES: the attributes of your small business that are harmful to achieving the objective(s)

Input OPPORTUNITIES: the external conditions that are helpful to achieving the objective(s)

Input THREATS: the external conditions which could do damage to the objective(s)

### 24.2 Define the SWOT Actions

Actions for STRENGTHS: Define the ACTIONS that will CAPITALISE on the STRENGTHS

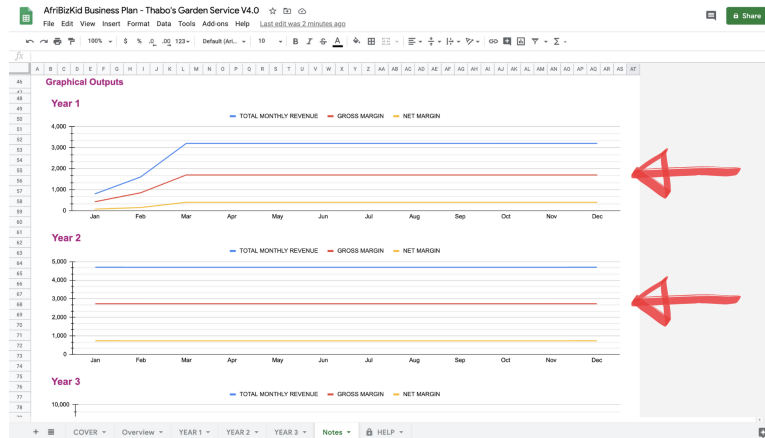
Actions for WEAKNESSES: Define the ACTIONS that will COUNTER the WEAKNESSES

Actions for OPPORTUNITIES: Define the ACTIONS that will TAKE ADVANTAGE of the OPPORTUNITIES

Actions for THREATS: Define the ACTIONS that will REDUCE or ELIMINATE the THREATS

## Step # 25 Year 1, Year 2, Year 3 Graphical Outputs (Review & Actions)

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### 25.1 Year 1 Graphical Output of Total Monthly Revenue, Gross Margin, and Net Margin - TAKE ACTION

Review the TOTAL MONTHLY REVENUE Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 1 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the MONTHLY GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 1 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the NET GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 1 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, the products or service cost/mark-up/sell price, or the indirect costs)

### 25.2 Year 2 Graphical Output of Total Monthly Revenue, Gross Margin, and Net Margin - TAKE ACTION

Review the TOTAL MONTHLY REVENUE Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 2 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the MONTHLY GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 2 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the NET GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 2 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, the products or service cost/mark-up/sell price, or the indirect costs)

### 25.3 Year 3 Graphical Output of Total Monthly Revenue, Gross Margin, and Net Margin - TAKE ACTION

Review the TOTAL MONTHLY REVENUE Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 3 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the MONTHLY GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 3 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, or the products or service cost/mark-up/sell price)

Review the NET GROSS MARGIN Curve - look to see whether it makes sense and is aligned with your expectations (if not, go back to the Year 3 tab and study the input data and the output data, and make any changes needed - such as increasing the number of sales units forecasted, the products or service cost/mark-up/sell price, or the indirect costs)

## Step # 26 Conduct Analysis & What-If Scenarios

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**Business Plan Year 3**

**Thabo's Garden Service**

1. Lawn Mowing (1 hr) 2. Pool Cleaning (1 hr) 3. Garden Services (1 hr) 4. General DIY Type Work (1 hr)

Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0% Y-o-Y Cost Increase % 5.0%

UNIT COST 83 85 85 85

Mark Up 100.0% 100.0% 100.0% 100.0%

UNIT SELL PRICE 166 170 170 170

GROSS MARGIN 83 85 85 85

GROSS MARGIN % 50.0% 50.0% 50.0% 50.0%

UNIT SELL PRICE (INPUT) 166 170 170 170

NET MARGIN % 18.8% 18.8% 18.8% 18.8%

**Sales Forecast**

Year 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	25	25	25	25	25	25	25	25	25	25	25	25
Pool Cleaning (1 hr)	8	8	8	8	8	8	8	8	8	8	8	8
Garden Services (1 hr)	8	8	8	8	8	8	8	8	8	8	8	8
General DIY Type Work (1 hr)	8	8	8	8	8	8	8	8	8	8	8	8
<b>TOTAL MONTHLY UNITS</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>

**Revenue Forecast**

Year 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lawn Mowing (1 hr)	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025	4,025
Pool Cleaning (1 hr)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Garden Services (1 hr)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
General DIY Type Work (1 hr)	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400
<b>TOTAL MONTHLY REVENUE</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>	<b>8,025</b>
<b>CUMULATIVE TOTAL REVENUE</b>	<b>8,025</b>	<b>16,050</b>	<b>24,075</b>	<b>32,100</b>	<b>40,125</b>	<b>48,150</b>	<b>56,175</b>	<b>64,200</b>	<b>72,225</b>	<b>80,250</b>	<b>88,275</b>	<b>96,300</b>

**Profit & Loss**

COVER Overview YEAR 1 YEAR 2 YEAR 3 Notes HELP

### 26.1 Analyse the Business Plan Results

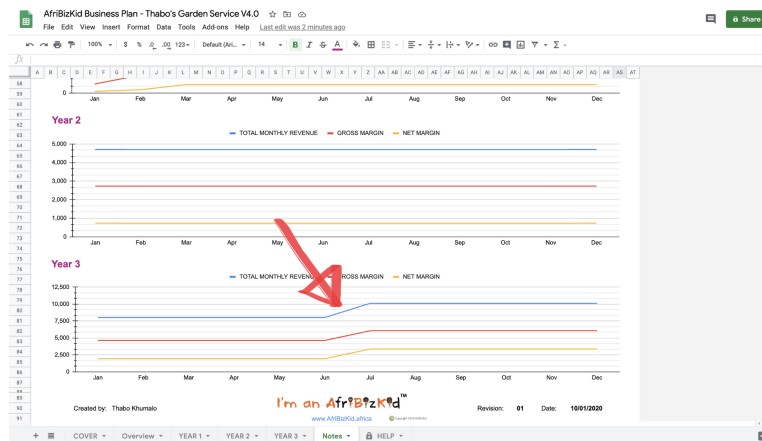
Analyse the Net Margin and Gross Margin for the THREE YEARS - try to understand what is impacting these margins, and what could possibly impact these margins both positively and negatively

### 26.2 Conduct Tests of Scenarios

Conduct 'What-If' scenarios - for example, in the case shown in the screenshot above, the forecasted sales have been increased to 20 per month in Year 3 for 'General DIY-Type Work' as a result of a planned marketing drive, and the impact of the change can be seen on the Gross Margin and Net Margin numbers

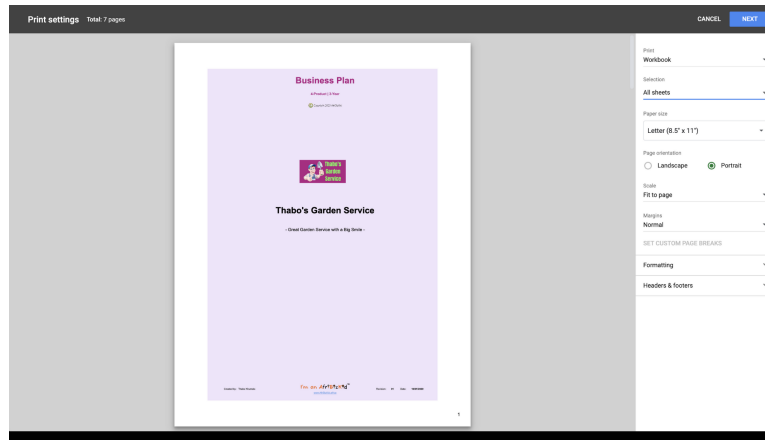
You can do the same by ANY of the following: Changing the Unit Sell Price, Changing the Sales Forecast for any or all of the Products or Services, Increasing or Decreasing Indirect Costs, etc.

The change to the Year 3 Income/Gross Margin/Net Margin graphs are clearly seen in the screenshot below:



## Step # 27 PRINT - Set Up for Print

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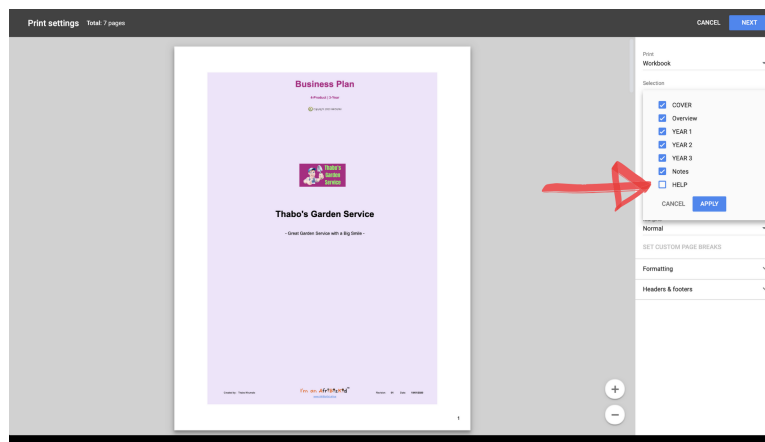
### 27.1 Select PRINT: CMD+P or File > Print

Select Print to get the above print page

### 27.2 Set Up for Print: Select 'Worksheet' and De-Select 'HELP' Page

PRINT: Select 'Worksheet'

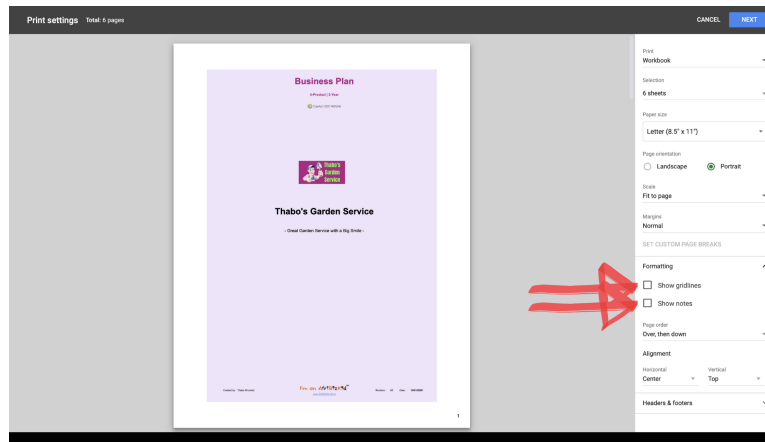
SELECTION: De-Select the HELP Page - only printing COVER, Overview, Year 1, Year 2, Year 3, and Notes pages



### 27.3 Set Up for Print: De-Select 'Show Gridlines' & 'Show Notes'

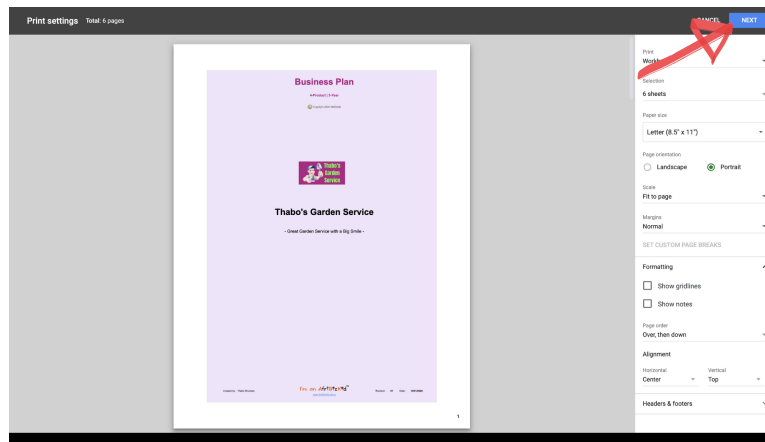
FORMATTING: De-Select 'Show Gridlines'

FORMATTING: De-Select 'Show Notes'



### Step # 28 PRINT - Press 'Next' for Print Options

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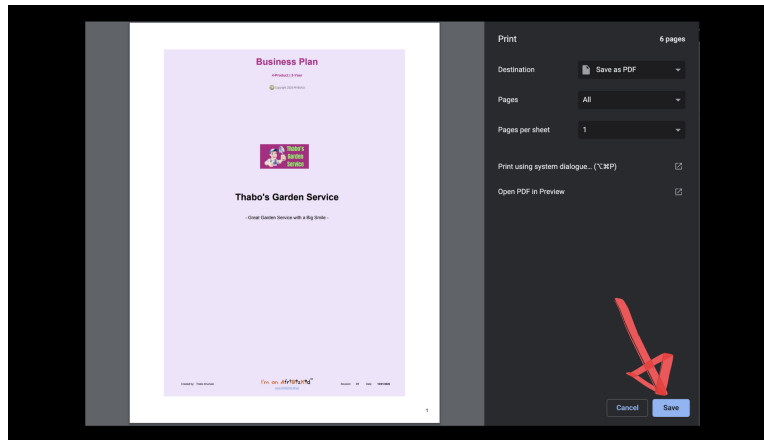


#### 28.1 Press NEXT for Print Options

Pressing 'NEXT' will take you to the final print screen

## Step # 29 PRINT - Select Print Options: Print Hard Copy or PDF

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### 29.1 Select Print Options: Hard Copy or PDF

HARD COPY: Select Printer Options and Select PRINT

PDF: Select 'Save as PDF' and Select SAVE