



**LEADING, DEVELOPING AND EMPOWERING
PROPERTY ENTREPRENEURS**

BUSINESS PLAN DEVELOPMENT

GAUTENG PARTNERSHIP FUND

LEVERAGING **AFFORDABLE** HOUSING FINANCE



BUSINESS PLAN

1. Executive Summary
2. Business Description
3. Product Offering
4. Market Analysis
5. Strategy & Implementation Plan
6. SWOT Analysis
7. Competitive Advantage
8. Financial Projections and Information

Not more than 3 pages

- Summarise the proposed transactions with the salient details

- Company ownership and track record ;
- Company goals & objectives;
- Vision & Mission;

AND WHERE ARE THE KHUMALO'S?

pany, Wesbank, is said to be repossessing about 2 000 cars a month

'Now customers will be able to access finance at our branches'

away because they will be able to access finance at our branches," said Makhunga.

The decision by FNB to offer vehicle finance through its branches will put it on par with its rivals Standard Bank, Absa and Nedbank, which have long served their customers via their branches and mobile sales teams.

Makhunga said WesBank would assist his division with collections and balance sheet management.

capabilities has become more important as customers are starting to default due to higher indebtedness and rising interest rates.

FNB will target customers who earn more than R64 000 a year and who are looking to buy new or second-hand vehicles and luxury items like boats and jet skis.

But they will have to pass an affordability test as required by the National Credit Act, which was introduced last year to root out

"We want our customers to come to us first instead of going to someone else... We will get the best customers onto our loan book," said Makhunga.

The increase in credit defaults and the subsequent decline in new car sales is hurting the profits of lenders. As a result, the country's largest vehicle asset financier, WesBank, has seen its half-year earnings to December 2007 falling by 14% to R462 million.

debts rose as total assets increased by 21% to R109.6 billion from R90.4 billion.

Peter Schiebusch, the new head of personal and business banking at Standard Bank, questioned the wisdom of FNB's decision to enter the vehicle finance sector while the market was facing a slowdown.

"At the moment, the market is a lot tougher. That is evidenced by the fact that we have had 12 months of decline in vehicle sales. The tim-

a business.

"We have had larger increases in bad debts in our vehicle finance unit. This is consistent across the market," said Schiebusch.

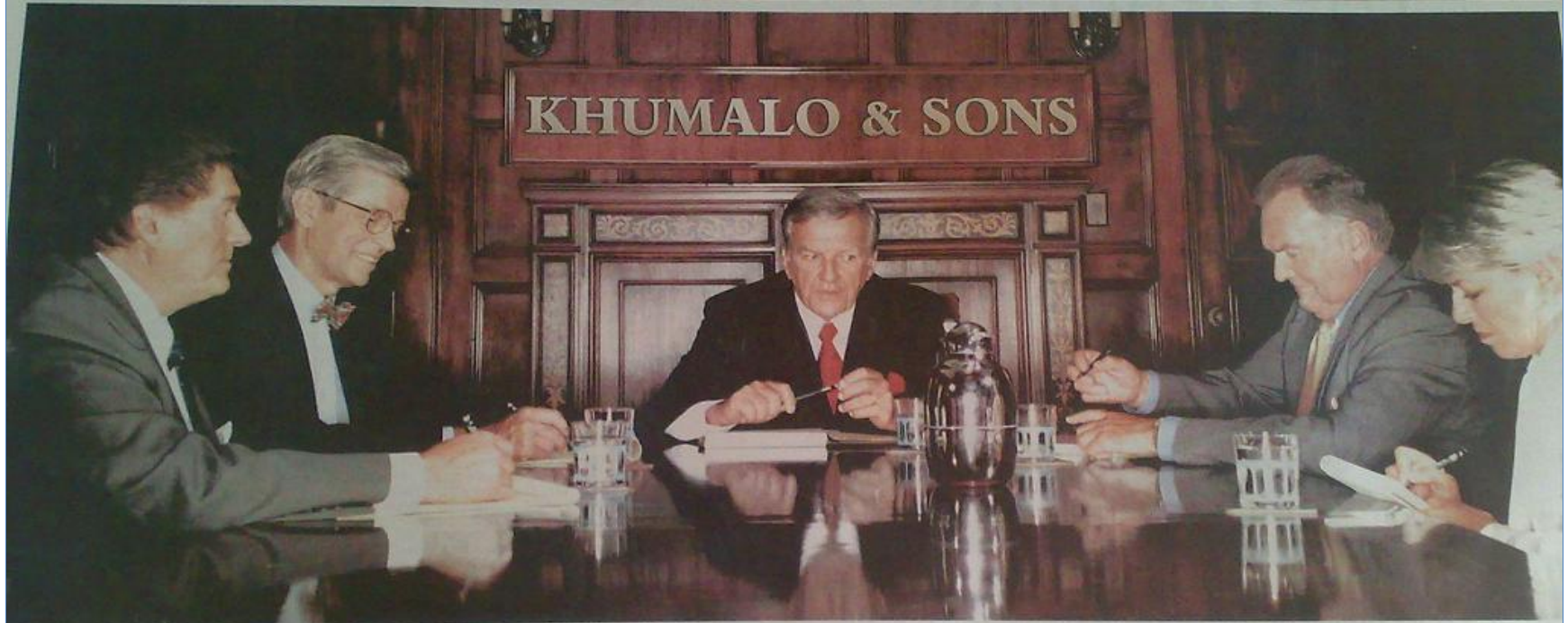
But Makhunga is confident that there is room in the market for FNB's vehicle finance business.

"Our business model says we will make money, but you don't make money from day one," said Makhunga, who will launch the division in mid-March.

SABMiller's licence to brew and distribute Heineken's Amstel beer in South Africa.

Amstel dominated the local premium market, accounting for 9% of the national beer market, and SABMiller said the loss of the licence would cost it \$80 million (about R625 million) a year in profit.

Meanwhile, Heineken has been shipping its Amstel beer from Europe and building up its South African distribution. - Reuters



Who is benefiting from BEE? Let's have the conversation.

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CHARACTER



DOES MY SHOE DEFINE MY CHARACTER



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PRODUCT OFFERING

- Rental units;
- CDB of Johannesburg;
- Close to amenities;
- Type of development - Greenfield or Brownfield
- Location, location, location;

MARKET ANALYSIS

Macro & Micro

Relevance

STRATEGY & IMPLEMENTATION PLAN

- Our strategy short, medium and long term;
- How to we ensure that empowerment filters down;
- Procurement;

SWOT ANALYSIS

- Strengths;
- Weaknesses;
- Opportunities;
- Threats;

COMPETITIVE ADVANTAGE

- Why Us

- Qualifications & Experience

FINANCIAL ANALYSIS

- Ratios
- Financials
- Performance
- Going forward

“Leveraging Affordable Housing Finance”

