

# A sample document

Tim

November 6, 2017

## Executive Summary

### 0.1 asfasdf

The fundamental principles by which Wikipedia operates are the five pillars. The Wikipedia community has developed many policies and guidelines to improve the encyclopedia; however, it is not a formal requirement to be familiar with them before contributing.

Since its creation in 2001, Wikipedia has grown rapidly into one of the largest reference websites, attracting 374 million unique visitors monthly as of September 2015.[1] There

### 0.2 Niko

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### 0.3 first one

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### 0.4 fff

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### 0.5 test1

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

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### 0.6 5 times

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TRconsulting

## 0.7 My Summary

Hello, test the input functions.

Maybe turn to info page and add some input text areas for basic company information.

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## 4 Product & Services

### 4.1 product 1

asdfasdfasdf

### 4.2 product 2

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## 5 SWOT

SWOT Table:

Strength	Opportunity
asdfasf Powerful cash flow. Great market strategy.	aaa Great market projection. Huge amount of potential customers.
Weakness	Threats
asdfasdf Lack of experience.	bbb Changeable market. High entry barriers.

## 6 Budget

Year 1	Month1	Month2	Month3	Month4	Month5	Month6	Month7	Month8	Month9	Month10	Month11	Month12	Total
Total Sell	74760.0	76255.2	77780.3	79335.9	80922.63	82541.08	84191.9	85875.74	87593.25	89345.13	91132.03	92954.67	1002687.83
Total COGS	25494.0	26003.88	26523.96	27054.44	27595.52	28147.43	28710.38	29284.6	29870.28	30467.68	31077.04	31698.59	341927.8
Gross Profit	49266.0	50251.32	51256.34	52281.47	53327.11	54393.64	55481.52	56591.15	57722.98	58877.42	60054.97	61256.08	660760.0
Labour	8640	8640	8640	8640	8640	8640	8640	8640	8640	8640	8640	8640	103680
Rent	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Utility	185	185	185	185	185	185	185	185	185	185	185	185	2220
Insurance	220.0	220.0	220.0	220.0	220.0	220.0	220.0	220.0	220.0	220.0	220.0	220.0	2640.0
Merchant	2242.8	2287.66	2333.41	2380.08	2427.68	2476.23	2525.76	2576.27	2627.8	2680.35	2733.96	2788.64	30080.64
Fee													
Financing	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	96.0
Expense													
Subscription	15	15	15	15	15	15	15	15	15	15	15	15	180
Marketing	350	350	350	350	350	350	350	350	350	350	350	350	4200
Professional	3800	3800	3800	3800	3800	3800	3800	3800	3800	3800	3800	3800	45600
Fee													
Others	1495.2	1525.1	1555.61	1586.72	1618.45	1650.82	1683.84	1717.51	1751.87	1786.9	1822.64	1859.09	20053.75
Total Ex-penses	18956.0	19030.76	19107.02	19184.8	19264.13	19345.05	19427.6	19511.78	19597.67	19685.25	19774.6	19865.73	232750.39
Net Profit	30310.0	31220.56	32149.32	33096.67	34062.98	35048.59	36053.92	37079.37	38125.31	39192.17	40280.37	41390.35	428009.61

## 7 Risks

Risks mitigation table:

Risk discription	Likelihood	Impact	Risk rating	Mitigation strategy
Company be-comes insolvent or has insuffi-cient cash flows in short term	Low	High	Moderate	Look to gain pre-approved busi-ness loan from bank Discuss possible investment from 3rd party investor Maintain minimum cash float in business (2 – 3 Months Trad-ing volumes)
Increase in do-mestic competi-tion	High	Moderate	Moderate	Provide strong customer service Build a reputation of quality within the market Maintain a competitive price Build on value proposition
Big players over-seas replicate the features and ideas of the product.	Moderate	Moderate	Moderate	Establish a well domestic repu-tation in the first place Maintain long-term customers relationship
Legal Liability	Low	High	Moderate	Appropriate Business structure (Pty Ltd) Adequate Insurance Coverage (Public Liability, Professional Indemnity)

## 8 Disclaimer

### 8.1 disclaimer 1

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### 8.2 dis 2

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