

Business Plan

Reg. No. 2013/090642/07

www.willow-nettica.co.za

September 2014

# Executive Summary 3

# The Company 4

# Our Products 4

# The Opportunity, Industry and Market 9

# Financial History 11

# Closing 17

# Executive Summary

# Willow-Nettica is a company that was started by Mzimhle Sakile Mosiwe in 2011, he is from Gcuwa (in former Transkei) which is in the Eastern Cape and has a National Diploma in Information Technology from Cape Peninsula University of Technology (CPUT - Bellville). His position is that of being managing director of the company.

# After a few years he partnered with the current creative director of the company, Claud Plaatjies, originally from Cape Town, he has a National Diploma in Creative Multimedia, also from the Cape Peninsula University of Technology (CPUT - Bellville).

# About a few months after Claud joined, we were then joined by Nomalungisa Queenie Njemla who did our marketing as well as manage our construction and building company, Mosiwe Enterprise which she part owns and has worked with Group 5 as a sub-contractor.

# Nature of business

# The business has a couple of arms of business of which the main ones are:

# Web development and Branding – Websites, branding and corporate identities.

# Management Systems – Asset Registries and E-commerce Sites.

# Online Applications Websites – These are websites that we use to generate revenue through adverts and subscriptions.

# Mosiwe Enterprise – This is the construction arm of the business which deals with sales of construction material as well.

# One of our ideals and living standards as Willow-Nettica is that we never put our eggs in one basket, we do this by forging partnerships on the different business sectors in order to generate revenue as we have done so with Mosiwe Enterprise which is currently doing well for us.

# The next sections are to detail in more depth the nature of these partnerships that we have forged in order to grow the businesses in more than one sector:

# Mosiwe Enterprise

# This is our construction, civil and building arm of the business, currently it is operating in Langa, Khayelitsha as well as Delft in the Western Cape. Our partners in this business are:

# Nomalungisa Queenie Njemla - 0837778329

# Fezile Njonga - 0827451878

# We have been in business with Group 5 in Delft and Langa where we have been installing stairs, plumbing system and Ceilings.

# We have also bought one shipping container to store our equipment in Langa.

# Currently the company has been paid almost R 60, 000.00 with having completed work in the township of Delft, but with the Langa project, are going to be paid this coming Friday, 3rd October 2014.

# We are in the process of getting more projects in Khayelitsha though and will be able to divulge more on that when the time comes.

# Farming in Dutywa, Eastern Cape

# This is a new project that Willow-Nettica has been planning to venture into, our partner in this is Akhona Zwemu ( 083 777 8329 ) who has been in farming for the past 10 years and has been running his farm with his partners who were initially 14 but now he works alone as a farmer on 5 hectares of land, the project was initiated by the Department of Social Development 10 years ago and he has been a part of it ever since.

# Akhona Zwemu is the cousin of Mzimhle Mosiwe and both went to the same initiation school, the combined family land is 47 hectares of land but because of lack of funding, he rents out land that is closer to the river and has a water pump which is 5 hectares large.

# Where Willow-Nettica comes in is that we manage the farming activities on the financial as well as administrative side, Akhona Zwemu will be doing the work that side while we do regular checks be every month or every two months to access progress made with our partnership.

# The only way that this agricultural venture would succeed is if we started without funding and using only the resources we have or with funding from any government or private institution, below is the description of both instances where we will show what action would be taken on both situations

# Please see below:

# *Without Funding (Government or Private)*

# Without funding there are two farming opportunities we will be venturing into, which are:

# Poultry Farming (1000 chicks).

# Potato farm on 2 hectares of land.

# Poultry Farming (1000 chicks)

# At our home we have a garage which we want to convert into a chicken pen, as an extension to it has a room adjoined to it but separated by a way, both these rooms can accommodate about 2000 to 2500 chicks, but as a start we want to buy at least 1000 chicks which we will raise.

# Below is a list of the costs it would take to build and run the poultry:

|  |  |
| --- | --- |
| Item | Cost |
| Converting garage and room into a poultry farm (Labour cost) | R4, 000.00 |
| Converting garage and room into a poultry farm (Material cost) | R10, 000.00 |
| Chicks at R 850 per 100 | R8, 500.00 |
| First 7 weeks feed - R 280 x 10 (per 100 chicks, will buy 1000) x 7 weeks | R19, 600.00 |
| Medicine in the first 7 weeks - R 80 x 10 (per 100 chicks, will buy 1000) x 7 weeks | R5, 600.00 |
| Electricity cost for the heater for the chicks in the first 7 weeks | R4, 000.00 |
| Total | R51, 700.00 |

# So in closing it would need about R 51, 700.00 in order to start the poultry in for the first week. Obviously we do not think that all the chicks that we are going to buy will survive as there may be factors that would be at play, be it theft or natural death, but the revenue that we want to see is as below listed with its sources, in the case that of the 1000 chicks we have bought, we are looking at least 700 surviving this would mean:

|  |  |
| --- | --- |
| Item | Amount |
| Eggs will be laid on the 8th week at one egg per day – 700 chickens x 30 days x 4 months at R 1 per egg. | R84, 000.00 |
| Option 1: After 4 months, we will sell the chicken at R 80 x 700 chicken while still have bought more chicks and started breading them. | R56, 000.00 |
| Option 2: As egg laying chickens after 7 months we can sell the chicken at around R 160 each at an abattoir. R 160 x 700 chickens. | R112, 000.00 |
| Total | R140, 000.00  or  R196, 000.00 |

# So after the first 4 months, we would have made a profit of R 88, 300.00 (R 140, 000.00 – R 56, 000.00) or R 144, 300 if we sell the chicken after 7 months at an abattoir.

# Potato farm on 1 hectare of land.

# My family home has a garden that has 1 hectare large, this is excluded from the 47 hectares by the river we own. This 1 hectare is fenced therefore secure from invasion from animals as well as being in the middle of the village so stealing would not occur, unfortunately we have two gardens and at the moment we will only concentrate on the garden that is fenced, they are both 1 hectare and the other is at Akhona Zwemu’s home which is right next to Mzimhle Mosiwe’s home.

# On this 1 hectare we want to plant potatoes in July 2015 due to Transkei weather conditions, it takes 4 months for potatoes to be able to be ripe and sold in November or December 2015. The cost implications though for this would be the below:

|  |  |
| --- | --- |
| Item | Cost |
| Fix gate on the fenced garden | R1, 000.00 |
| Small potatoes as seeds, this price is only for a hectare | R12, 000.00 |
| Fertilizers - R 330 per bag at 10 per 1 hectare | R3, 300.00 |
| To plough a hectare | R850.00 |
| To disk the soil of 1 hectare | R550.00 |
| Spray to kill foreign plants for 1 hectare | R600.00 |
| For reaping the potatoes we would need about 14 people at R120 per day, this would take one day. | R1, 680.00 |
| Total | R19, 980.00 |

# The farm above would be managed by Akhona Zwemu as well as he will be the one making sure that the above and any unknown factors that arise would be dealt with also the regular maintenance such as watering and removing weeds on a hectare would be done by Akhona Zwemu.

# So in terms of revenue 1 hectare that has potatoes would yield at least 2, 500 to 3, 000 of 10kg’s costing at R 30 each with an amount of R 75, 000 after selling them. Meaning we would have made a profit of approximately R 55, 020.00.

# *Farming with funding*

# If we would get funding to cultivate the whole 47 hectares of land we have back home, now we would simply plant 3 different vegetables per year in their respective seasons, which would be:

# Potatoes

# Cabbage

# Spinach

# Each lasting 4 months to be planted and reaped, but in the below financial calculations we are going to make example of how it would cost and what profits would be made if we start with cabbage.

# The costs would be the following:

|  |  |
| --- | --- |
| Item | Cost |
| Fencing all the land | R120, 000.00 |
| Create borehole with 30 meter deep water table. | R20, 000.00 |
| Lister and Pump to pump water from the river | R120, 000.00 |
| Electric pump on the borehole to pull the water | R21, 000.00 |
| 2, 115, 000 Million Seeds of cabbage | R451, 200.00 |
| Fertilizers at R 330 per bag at 10 per hectare | R155, 100.00 |
| Medicine | R30, 000.00 |
| Ploughing is R 850 per hectare | R39, 950.00 |
| Disking is R550 per hectare | R25, 850.00 |
| Spray which is there to kill foreign plants is R 600 per hectare | R28, 200.00 |
| For planting labour R 120 per day with 14 people per hectare totalling 658 jobs | R78, 960.00 |
| For pumping water diesel would cost this much over four months. | R113, 000.00 |
| Total | R1, 203, 260.00 |

# So the cost of cultivating the whole land is just above 1 million rands.

# In the projections above, we would have planted 2 million seeds of cabbage, of which we would say approximately only R 1, 5 million will grow as planed and the rest would simply die or whatever other natural causes would kill them.

# So selling each cabbage at R 8 each, this would translate to R 8 x 1, 5 million = R 12, 000, 000.00 of revenue coming in, that would come in 3 times per year depending on what we planted.

# Financial Features

# Willow-Nettica in has had almost R 200 000 in the past year flowing into our business account of it was from March 2013 and September 2014, with operational costs that ran to R 160 000 in the same period.

# The cash came in from the below:

# Client invoices on websites completed

# Mosiwe Enterprise Construction payments

# Bank loans for initial project costs for Mosiwe Enterprise

# Contracts with an SEO company called SEO Active

# More details on the above will be on this document as well as our financial statements.

# The Company

# Willow-Nettica is a Proprietary Limited ( (PTY) LTD ) company of which its company registration number is: 2013/090642/07 alone with its tax number from SARS is 9075785197.

# We currently have 3 shareholders as listed below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | ID Number | Gender | Ownership (%) | Position |
| Mzimhle Sakile Mosiwe | 8610285815088 | Male | 35% | Managing Director |
| Claud Plaatjies |  | Male | 35% | Creative Director |
| Nomalungisa Queenie Njemla |  | Female | 40% | Marketing Director |

# Willow-Nettica also has a 50% share in the below company:

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Registration Number | Ownership (%) | Role |
| Mosiwe Enterprise (PTY) LTD | 2014 / 074747 / 07 | 50% | Investor and Financial Director |

# Our Products

# Listed below are products that Willow-Nettica as well as Mosiwe Enterprise offer their clients, as well as clients both companies have worked with to render some of these services to. The products as well as the management of this company on a day to day basis is managed by Nomalungisa Queenie Njemla, she runs the day to day business in the construction sites as well as look for more business opportunities for both Mosiwe Enterprise as well as Willow-Nettica.

# Mosiwe Enterprise

# Mosiwe enterprise is our company that is multi-purpose even though at the moment we are mainly focusing on construction and building, below are some of the sections and types of business we work with:

# Construction, building and civil engineering – We currently have work with Group 5 in Delft as well as Langa Township on their RDP housing construction sites, below are our duties,

# Installing RDP house stairs to more than 100 houses in the Delft site.

# Installing RDP house ceiling to more than 100 houses in the Delft site.

# Adding bathroom components such as the toilet as well as doing plumbing in Langa at the Group 5 site. There are more than 50 houses in that site.

# Catering – This is also one of our products that we give.

# Security Personnel and cameras at malls and government or business buildings - We have registered to the Public Works Department supplier database with all the relevant documentation. In regards to the security systems installation we have an agreement with a security expert Xola Dekeda would manage that aspect of the business and has years of experience in that field while overseen by Nomalungisa Qeenie Njemla.

# Civil Engineering – This is also one of the services we offer, our contractor in this sector is Afika Mbana who has a National Diploma Civil Engineering as well as run his own company. The agreement in this regard is that we find work and he will be contracted by us.

# Willow-Nettica

# This is the mother company, besides being an investor to Mosiwe Enterprise it has its own products which are mainly online based and is owned half owned by Willow-Nettica as well as Nomalungisa Njemla.

# It is a web development, branding and corporate identity company that offers custom designed and developed products such as the below:

# Web Development, Branding and Design

# This is where we offer our clients’ custom designed websites to market their organizations or business online as well as display their services and what they are about. Our services in this category also included branding of which we create custom corporate identities which include:

# Logos

# Business Cards

# Mailers for newsletters

# Branded word documents

# Below are some of our clients of whom we have done work with:

|  |  |  |
| --- | --- | --- |
| Client | Contact Details | Product |
| Nomsa Skweyiya -  Lubabalo Foundation | [gideon.skweyiya@gmail.com](mailto:gideon.skweyiya@gmail.com) / 0789039877  0725828530 | www.lubabalofoundation.co.za |
| Dr. Neo Tshengu –  Small and Medium Business Council | [dr.neoangelo@gmail.com](mailto:dr.neoangelo@gmail.com) /  0827571265  0710669474 | www.smbcouncil.org |
| Nosiphiwo Msitweni -  Ngamela Construction and Civil | [hlumantombazana@gmail.com](mailto:hlumantombazana@gmail.com) / 0213637000  0726900320 | Logo Design |
| Bokang Seritsane –  Under 35 Mavericks | [bokang@under35mavericks.com](mailto:bokang@under35mavericks.com) / 0117044097  0614240224 | www.under35mavericks.com |

# Content Management Systems

# We also offer our clients the ability to have management systems that allow them to manage their websites, for example with our smbcouncil.org website mentioned above, the management system is accessed by going to <http://www.smbcouncil.org/administration>, it’s a completely separate website that is used as the admin for the main website, in this case that would be <http://www.smbcouncil.org/>.

# So for example, when people register on the website, the administrator can log into the administration system and view all of them there, there he can delete them as well as view when they registered and send them all emails.

# Content management systems are not limited to just that of websites, we also can do e-commerce websites. Where visitors can buy products on a website online using their credit cards, an example of this would be bizlounge.co.za where people will be able to pay for tender information, posting jobs as well as to view trade leads.

# The content management system comes with these sections but not limited to:

# Add / Update / Delete registered users and subscribers to your site

# Send out bulk SMS notifications to your subscribers or registered users

# Send out bulk customized Emails to your subscribers or registered users

# Add / Update / Delete unlimited image galleries

# Add / Update / Delete newsletters as well as sending them out

# Add / Update / Delete website articles as well as viewing and delete comments made to them.

# Add / Update / Delete calendar events

# View stored online enquiries with their references

# There are many other sections that can be added on the administration system but it all depends on what the website is for.

# The whole point and reason behind this system is that the users can manage their website without having to ask us to do the work in updating the website, in this way, it’s cost effective as well as made with the purpose of ease of use.

# Some of the clients we have done management systems for.

|  |  |  |
| --- | --- | --- |
| Client | Client Contact Details | Product |
| Michelle Potter  (SA-YES) | [michelle@sa-yes.com](mailto:michelle@sa-yes.com) / 0767719011  0218300795 | <http://meetings.sa-yes.com> – A meeting tracker that allows SA-YES to manage their mentors as well as mentees. Keeps their details, matches and tracks their meetings |
| Claud Plaatjies –  Business Lounge | [claud@willow-nettica.co.za](mailto:claud@willow-nettica.co.za) / 0734293360 | <https://www.bizlounge.co.za> – An e-commerce product of Willow-Nettica that allows visitors to buy the ability to view tender, job, trade lead information online. |

# Municipal Asset Registry

# One of our main products is the asset registry, of which we have a demo of. The demo is made for a municipality even though it can be re-developed to cater for any institution. It was made using the same information as that of the Mnquma Municipality in the Eastern Cape.

# The link to the asset registry is: <http://municipality.collop.co.za/administration/asset-registry/login.php>

# This is a product that we are currently marketing to municipalities, we are in the process of marketing it in 2 provinces, Northern Cape as well as the Eastern Cape as we have people working with us in the respective provinces.

# The asset registry has 3 types of assets:

# Community Assets - These are your libraries, museums, city halls, information centres, etc. Basically are any public places that the municipality built for public use as with the above.

# Infrastructure Assets – These are your road networks, water networks, electrical infrastructure, municipal buildings, etc.

# Loose Assets – These are assets such as cars, computers, furniture, stationary, etc.

# Each of the above has its own categories which an asset can be linked to, for example in Infrastructure Assets a road can either be tar road or gravel road or even a brick road.

# The asset registry was done with the assistance of actual municipal internal auditors as well as private auditors to find out what the need is for them to be able to use the system.

# Some of the benefits of using this asset registry is that following:

# Each asset has a unique barcode that can be added to each asset as a permanent sticker.

# Asset depreciation and appreciation is calculated automatically by using initial cost, date of use, intervals of depreciation or appreciation (in months), as well as the percentage of depreciation or appreciation, this way the municipality does not have to manually do the calculations, but rather just view the current status of the asset in that regard.

# Community and Infrastructure assets are mapped using Google Maps via the administration website, this makes it easier for auditors to know where an asset is by simply viewing the map on the details page of the asset. For assets such as roads and pipes, lines on a map can be drawn to show how long they have been built, lines are drawn on Google Maps and saved.

# Each and every asset has its own image gallery to show how an asset looks like.

# Each and every asset has its own custodian, supplier as well as documents linked to it.

# On regular evaluating of an asset, each state has its own gallery so that an asset can be seen when it was new, after an upgrade or even after a fix.

# There are reports for all assets as well as calculations are done automatically.

# Other benefits of the asset registry will be dependent on the needs of the municipality, they are not limited to the above.

# Online Products

# In our bid as the company to diversify our products, we have ventured into creating online product that would bring in another stream of revenue.

# The next page is a list, website and description of these products.

|  |  |
| --- | --- |
| Name / Website | Description |
| Business Lounge –  <http://www.bizlounge.co.za> | A business website that allows visitors to register and create business listings, view tender information, post job adverts as well as view trade leads or add their own.  The way revenue is generated on this website is that there is a free business listing as well as a paid business listings where companies pay a monthly fee for the listing.  There is also a fee for viewing tenders and trade leads. |
| MailBok Messaging –  <http://www.mailbok.co.za> | This is a bulk texting (SMS) and bulk newsletter sending system for anyone to use, all they do is register on it and then buy credits to send emails or sms. |
| Party Book -  <http://www.partybook.co.za> | This is a website meant to assist and market small businesses such as “Tshisa Nyamas” or big and small events that occur in townships or cities, it is meant to allow them to have a mini website where they can upload galleries as well as post upcoming events in their venues.  This also allows the businesses and events to send out bulk emails and sms’s as well as have people register via the website and then subscribe to each business that is in the system.  After we have completed the system and marketed it, revenue will come in by credits bought for sending out emails and SMS, also through advertising events by the businesses. |
| Willowvine -  <http://www.willowvine.co.za> | This is simply a job search website, people post jobs as well as view career details as well as available bursaries and scholarships on the website.  Revenue on this site is made through Google Ads and in time when there is enough visitors through advertising jobs at an extra cost if one needs them viewed before others. |
| Online Factory Shop -  <http://www.onlinefactoryshop.co.za> | This website is yet to be created, what we want to do hear is an e-commerce website that allows factory shops to sell their products online. It will be an e-commerce website.  Revenue will be received through items sold where we get a certain percentage as well as rental by factory shops to use our system. |

# The Opportunity, Industry and Market

# The current section is to answer a simple question,

# *“What makes us think that our company with the products we sell will succeed in the current market?”*

# Below is a list of the reasons to the answer of the above question by products that we have mentioned in the previous section.

# Some of the reasons to the success we see Willow-Nettica being is because of the below reasons

# The gap we saw in the market and market research

# Strategy to fill the gap

# How we see the gap generating revenue

# Market analysis as well as plans for the future

# Market Research and Competition

As it may be known, there are a lot of web development companies in the country, but what one may not have noticed is that there is not a lot of black owned companies that are in the same level of creativity, skill and coding as the big guys such as the likes of Clickthinking or Native VML who have won at The Loeries for best creative work.

This is one of the reasons where we saw an opportunity a lot of web development companies do not have the same amount of skill as the above mentioned companies because of lack of knowledge or education, for example most of them are still to this day using Flash which is a graphics tool but its use has been stopped for the past 6 years as it is old and crashes in Internet Explorer and needs to be uploaded in other browsers.

# Strategy

What makes Willow-Nettica different is that Claud Plaatjies has been designing for the past 10 years and is currently employed by one of the leading agencies in the country who do branding and marketing for clients such as the South African Rugby Union (SARU) as well as Nashua Mobile.

Mzimhle Mosiwe has been in web development for the past 6 years and has worked as the web developer at Clickthinking, an award winning digital agency, Technical Administrator for Seeff Properties where I managed the seeff.com website as well as the other internal websites such as the administration website and other analytics websites. Currently Mzimhle Mosiwe works for Achievement Awards, the company contracted to create and manage Standard Bank’s UCount program, Mzimhle is one of the developers who manage that system.

With the above director’s skills creating and managing Willow-Nettica’s products and services. The main issue that would still be left is the marketing side of things.

# Generating Revenue

This is the core of the business, we are going to discuss how the company will generate income from the products we have which include web development, content management systems, logos, etc. There are key ways of doing this which are listed below:

* Advertise Willow-Nettica online as a web development company through the website, social media and advertising websites.
* We have more than 10 000 e-mails addresses of companies that we got from business advertising websites such as bizcommunity.com. We will send them all notifications of the products, it is calculated that 5% of people you send emails to will read them and be converted to action to the product.
* Network through business networking events such as the NYDA events and small business competitions and networking events that allow businesses to network. This is a form of getting clients and in turn generating revenue.
* Email all Branding companies such as BrandInc or Ogilvy to tell them about our services in web development so that they can contract us to do their content management systems for their clients. Willow-Nettica has worked with branding agencies like BandInc and 8Brand before.
* Advertising on our online products using Google AdSense to generate revenue.
* Charging people to use our products through monthly / yearly subscriptions.

# Financial History

This is the financial history of the company since March 2013 till August 2014, all our expenses and profits that have been made.

# Operational Costs

Below is a summary of the total operational costs between March 2013 and September 2014.

|  |  |
| --- | --- |
| Description | Cost |
| Total Monthly Costs | R20,734.42 |
| Total Yearly Costs | R4,649.00 |
| Ad-hoc Costs | R90,797.55 |
| Total Equipment | R6,650.00 |
| Shareholder Pay-outs | R27,100.00 |
| Mosiwe Enterprise Costs | R49,800.00 |
| Total | R19, 9 730.97 |

# As described in the rows above, below are tables that go into more details as to how we reached the above sub totals and eventually the total cost.

# 

# Total Monthly Costs

|  |  |  |
| --- | --- | --- |
| Service Provider | Description | Cost |
| Web Africa (PTY) LTD | Cpanel – Reseller Account and Dedicated IP Address for bizlounge.co.za | R8,681.00 |
| PDF Crowd | Micro Plan buying of 200 tokens per month. | R1,340.00 |
| PayGate Merchant Account | Service agreement for online payments. | R1,350.46 |
| FNB Loan | Monthly payments of a loan on a credit plan of R 41 000. | R3,544.76 |
| Vodacom Contract | Samsung Galaxy Tab ‘7 inch. | R1,350.46 |
| Standard Bank Account | Monthly management fee and monthly insurance premiums. | R3,480.00 |
| Total | | R20,734.42 |

# Total Yearly Costs

|  |  |  |
| --- | --- | --- |
| Service Provider | Description | Cost |
| Web Africa (PTY) LTD | SSL Certificate for Willow-Nettica, SSL Certificate for Bizlounge and domain registration for smbcouncil.org | R1,004.00 |
| Nettica DNS Services | Bulk DNS Services for all Willow-Nettica registered sites | R1,320.00 |
| Domain Registration | All domains registered by Willow-Nettica for the company or clients | R2,325.00 |
| Total | | R4,649.00 |

# Ad-hoc Costs

|  |  |  |
| --- | --- | --- |
| Service Provider | Description | Cost |
| Evanto Market | Themes Forest | R1,870.00 |
| Clickatell | Bulk SMS credits ( currently 1400 credits ) | R827.55 |
| Active SEO | Online Marketing Partner for iProspect. | R88,100.00 |
| Total | | R90,797.55 |

# Equipment

|  |  |  |
| --- | --- | --- |
| Service Provider | Description | Cost |
| Incredible Connection | Dell Laptop | R5,500.00 |
| Incredible Connection | Microphone and Earphone | R300.00 |
| Incredible Connection | 500 GB External Hard Drive | R850.00 |
| Total | | R6,650.00 |

**Shareholder Pay-outs**

|  |  |
| --- | --- |
| Service Provider | Cost |
| Claud Plaatjies | R11,000.00 |
| Mzimhle Sakile Mosiwe | R16,100.00 |
| Total | R27,100.00 |

**Mosiwe Enterprise Costs**

|  |  |
| --- | --- |
| Description | Cost |
| Khayelitsha Projects and Company Registration | R18,550.00 |
| Group 5 – Delft Stairs | R11,250.00 |
| Langa and Delft new projects – Plumbing and Ceiling installations | R20,000.00 |
| Total | R49,800.00 |

# Revenue

Below is a summary of total cash that has flowed into the Willow-Nettica bank account since March 2013 till August 2014.

|  |  |
| --- | --- |
| Description | Amount |
| Shareholder Investments | R5, 250.00 |
| Bank Loans | R33, 000.00 |
| Paid Invoices | R177, 450.00 |
| Total | R214, 700.00 |

Please see below breakdown tables of how we reached the total of R 244, 700.00 above, mostly the cash came from work we did as Willow-Nettica, the bank loan was mainly made so that we can invest in Mosiwe Enterprise.

**Shareholder Investments**

|  |  |
| --- | --- |
| Shareholder | Amount |
| Mzimhle Sakile Mosiwe | R4,750.00 |
| Claud Plaatjies | R500.00 |
| Total | R5, 250.00 |

**Bank Loans**

|  |  |
| --- | --- |
| Shareholder | Amount |
| First National Bank (FNB) | R33, 000.00 |
| Total | R33, 000.00 |

**Paid invoices**

|  |  |  |
| --- | --- | --- |
| Description | Invoice Reference | Amount |
| Community Media Trust | TI2R1F6KP | R1, 200.00 |
| 8Brand | ECJBMB4L7 | R1, 000.00 |
| 8Brand | YPRUOQV06 | R1, 000.00 |
| Johan D. Visagie | MET3GXUK8 | R9, 500.00 |
| Johan D. Visagie | T9KXWX11E | R900.00 |
| Yoliyen Consulting | B7GSQ0H4K | R400.00 |
| George Ian Wyngaardt | BVWOW0VTU | R1, 000.00 |
| Jacques Uys | 8BQ44XVJG | R800.00 |
| Brain Carter | Q8TCL1FQW | R3, 150.00 |
| SA-YES | X34S82VEX | R5, 250.00 |
| iProspect | CHODP44X0, MC83WJLCM | R30, 000.00 |
| iProspect | L10VZ0N3N, QIZS5XPXM | R30, 000.00 |
| iProspect | YHI3HKKR1, 5XIVNKRUZ, CWQUIY4J0, CZ1G7N6T2, 19DWQSTM0, IK86WQYFZ, 4W6J83EQE | R52, 500.00 |
| Brand Inc. | 2SOZ43I44 | R30, 750.00 |
| Activate Africa – under35Mavericks | RKW4ZPF7T | R10, 000.00 |
| Total | | R177,450.00 |

# Financial Totals

# This is to calculate how much the company has made in the past year, where we subtract the operating costs with the revenue, and we have made R 15, 969.03.

|  |  |
| --- | --- |
| Shareholder | Amount |
| Revenue | R215, 700.00 |
| Operating Costs | R199, 730.97 |
| Turnover | R15, 969.03 |

As you can see, the company is profitable as well as even with the above calculated turnover, pay-outs to shareholders are already deducted, the only reason why we are not moving at a faster pace than we should is because both working directors Mzimhle Sakile Mosiwe and Claud Plaatjies are working full time in order to have enough money to live on, our salaries are not used to help the company to exist, it is on its own self sufficient with the little cash it generates.