

# WESVAAL CHAMBER CENTRE FOR ENTREPRENEURSHIP EXCELLENCE



## APPLICANT'S INFORMATION

FIRST NAME	
LAST NAME	
% OWNERSHIP IN COMPANY	
RACE	
GENDER	
TITLE	
ADDRESS	
CITY	
PROVINCE	
CONTACT NUMBER	
EMAIL ADDRESS	
HOW DID YOU LEARN ABOUT THIS PROGRAMME?	

## COMPANY INFORMATION

COMPANY NAME	
AREA OF INCORPORATION	
DATE OF INCORPORATION	
WEBSITE	
WHAT IS THE LEGAL FORM OF YOUR BUSINESS?	

**CONTACT INFORMATION FOR ANY OTHER MAJOR STAKEHOLDERS, PRINCIPALS OR PARTNERS**

FIRST NAMES	
LAST NAMES	
% OWNERSHIP IN COMPANY	
RACE	
GENDER	
CONTACT NUMBER	
EMAIL ADDRESS	

FIRST NAMES	
LAST NAMES	
% OWNERSHIP IN COMPANY	
RACE	
GENDER	
CONTACT NUMBER	
EMAIL ADDRESS	

FIRST NAMES	
LAST NAMES	
% OWNERSHIP IN COMPANY	
RACE	
GENDER	
CONTACT NUMBER	
EMAIL ADDRESS	

## **ABOUT YOUR BUSINESS**

BRIEFLY DESCRIBE YOUR BUSINESS. WHAT MARKET NEED ARE YOU SOLVING? WHAT SOLUTION ARE YOU OFFERING? WHO ARE YOUR TARGET CUSTOMERS?

## **BUSINESS NEEDS**

PLEASE SPECIFY YOUR INTEREST IN THE PROGRAMME.

PLEASE LIST ANY SPECIAL FACILITY THAT YOUR COMPANY NEEDS.

PLEASE SPECIFY THE TYPE OF ASSISTANCE THAT MAY BE REQUIRED FROM THE INCUBATION PROGRAMME.

**SWOT ANALYSIS OF THE COMPANY**

**STRENGTHS-** (i.e. What advantages or features will allow the company to effectively compete in the market?)

(Examples – Unique Selling Proposition; Strength of the Team; Intellectual Property; Established Partnerships; Financial Reserves).

**WEAKNESSES-** (i.e. What does the company lack, need to improve upon, reduce or establish?)

(Examples – High Costs; Inexperienced Team; Limited Human or Financial Capital; Infrequent Cash Flow System; No Strategic Partners).

**OPPORTUNITIES-** (i.e. What is occurring in the market that serves as an advantage to your business?)

(Examples – Emerging Trends; Changes in Technology or Government Regulations; Social Factors; Events; Partnerships; Potential New Uses).

**THREATS-** (i.e. What external or internal factors adversely affect your business?)

(Examples – Cash Flow or Debt; Competitors; Changes in the Market; New Legislation; Staff Shortages).

## **PERSONAL SWOT ANALYSIS**

**STRENGTHS-** (Criteria Examples – What do I do well? What is the level of my education? What is my biggest achievement? What qualities do I possess?)

**WEAKNESSES-** (Criteria Examples – What can I improve? What tasks do I usually avoid? What are the roots of my failures?)

**OPPORTUNITY-** Criteria Examples – What can support me in achieving my goals? What trends do I see in my professional area? How can I get noticed?)

**THREAT-** Criteria Examples – What obstacles do I face? Who/what may get in my way? Am I marketable?)

PLEASE NOTE THAT THIS APPLICATION FORM DOES NOT GUARANTEE ADMISSION TO THE PROGRAMME AS APPLICANTS WILL BE ASSESSED AND GRANTED ADMISSION ON MERIT.

**APPLICANTS SIGNATURE**

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WITNESS

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