

# YOUR CURRICULUM VITAE SHOULD INCLUDE

## 1. PERSONAL DETAILS

Full name; email address and (mobile) phone number. Also mention your place of residence and address

## 2. WORK EXPERIENCE

List your latest, relevant work experience. Start with your latest job and continue with the jobs you worked at before. Per job, give a short clear summary of your tasks, responsibilities and skills.

## 3. EDUCATION

Start of with your last study or highest level of education. Also name the school or institution where you studied, the starting date and date of graduation.

## 4. PERSONAL STATEMENT

In this paragraph, which is read by most recruiters, you will get the chance to sell yourself in a few sentences; the kind of role you are looking for, your qualities and ambitions.

## 5. COMPETENCIES & SKILLS

Show what your abilities to do something successfully or efficiently are.

## 6. COURSES OR TRAININGS

If you have followed any and they've improved skills or competencies that are relevant for your new job, make sure to include them. Make sure to mention whether you earned a diploma or certificate!

## 7. ACTIVITIES

You can also gain certain skills and competencies in a non-professional setting, e.g. by doing voluntary work. If you have done these activities during your study, they are referred to as an extracurricular activity. Make sure to list them including the skills you gained.

## 8. REFERENCES

A person who agrees to testify to someone's ability or reliability when they apply for a new job.

YOUR COVER LETTER

# SHOULD INCLUDE

A cover letter is a letter that is submitted together with a resume when applying for a job. The cover letter details the position you are applying for and highlights why you are a suitable match for the job or internship. The length of a cover letter is typically one page and the letter can be divided into three sections or paragraphs.

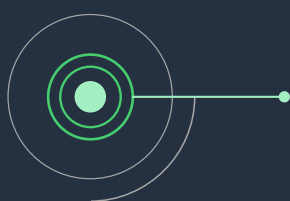
## FIRST PARAGRAPH

Outlines your interest in the position. You can also mention where you saw the position advertised or listed.



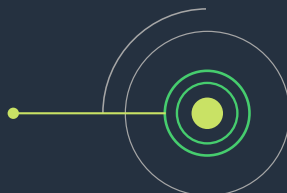
## SECOND PARAGRAPH

Explains the relevant experience and accomplishments that you have that make you a good match for the position.



## THIRD PARAGRAPH

The closing paragraph where you thank the reader and repeat your interest or enthusiasm for the position.



## INTERVIEW

# TIPS & TRICKS

Do your research on the company & have questions prepared to ask the interviewer

Be punctual for your interview

Dress in a manner appropriate to the job. Look professional.

Be inquisitive and make eye contact

When asked about previous work experience, list the most recent and relevant

Sit still in your seat; avoid fidgeting and slouching

Be able to answer these types of questions:

1. What attracted you to our company?
2. Tell me about your strengths.
3. What are your weaknesses?
4. Where do you see yourself in five years?
5. Tell me about a time where you encountered a business challenge?
6. What are the most important things you are looking for in your next role?
7. Why are you leaving your current job?
8. What are your salary expectations?
9. Do you have any questions for me?

JOB

# WEBSITES


 [sayouthmouth.mobi](http://sayouthmouth.mobi)

[www.edupstairs.org](http://www.edupstairs.org) 

 [yes4youth.co.za](http://yes4youth.co.za)

[linkedin.com](http://linkedin.com) 

 [www.careersportal.co.za](http://www.careersportal.co.za)

[www.gov.za/issues/government-and-opportunities-youth](http://www.gov.za/issues/government-and-opportunities-youth) 

 [Indeed.com](http://Indeed.com)

**FOR THOSE WHO WANT  
TO BE  
ENTREPRENEURS**

# THE DEVELOPMENT OF a business plan

A BUSINESS PLAN IS A DOCUMENT THAT DESCRIBES YOUR BUSINESS, THE PRODUCTS AND SERVICES YOU SELL, AND THE CUSTOMERS THAT YOU SELL TO.

1

## IDENTIFY YOUR VALUES

- Personal values
- Economic values
- Environmental values
- Community values

## IDENTIFY THE BUSINESS OPPORTUNITY

A business opportunity is a favourable set of circumstances that creates the need for a new product, service, or business idea. It is about taking advantage of a consumer need, satisfying a demand or presenting a new service or item.

2

3

## DEVELOP YOUR MARKETING PLAN

- Desired customer demographic
- Desired customer location
- Desired customer personality
- Desired customer behaviour

## CONDUCT A FEASIBILITY STUDY

A feasibility study aims to provide an independent assessment that examines all aspects of a proposed project, including technical, economic, financial, legal, and environmental considerations.

4

5

## CONDUCT A NEEDS ASSESSMENT

How many people will buy my product or service? What will it cost me to provide the product or service? How much will I have to charge to make a profit? Do people who need or desire my product or service have money to pay for it.

## DETERMINE YOUR BUSINESS STRUCTURE

Will the business be a sole proprietorship (a business that is owned and operated by an individual) or a partnership (two or more people who combine their resources to form a business and agree to share risks, profits and losses)?

6

7

## WRITE YOUR BUSINESS PLAN

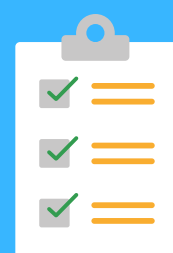


# THE BUSINESS PLAN CHECKLIST

A business plan is a document that describes your business, the products and services you sell, and the customers that you sell to. It explains your business strategy, how you're going to build & grow your business, what your marketing strategy is, and who your competitors are. Most business plans also include financial forecasts for the future, setting sales goals, expense budgets, and predictions for cash flow.

## EXECUTIVE SUMMARY

Provide a one-two page overview of the business and highlight the most crucial pieces of information for readers.



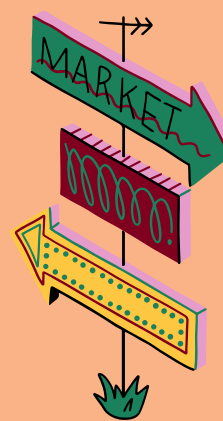
## COMPANY OVERVIEW

Provide a description of your business, specifically highlighting what types of products/services you will provide, who your target market is, and why you think you'll succeed with your current business plan.



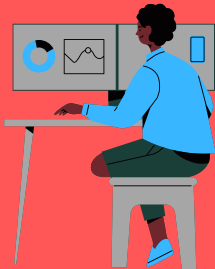
## MARKET & CUSTOMER ANALYSIS

Outline the market you're targeting and why you're doing so. Highlight the demographics, psychographics, and size of your total addressable market.



## COMPETITIVE ANALYSIS

- What are your company's assets that this competitor does not have?
- In what areas or attributes do your competitors outperform you?
- Which counterpoints can be used to address weaknesses?



## MARKETING PLAN

- How will you address your buyer persona's biggest challenges and goals?
- What are your main customer acquisition channels (e.g. social media, event marketing, co-marketing, paid etc.)



## SALES PLAN

- Who will be in charge of selling your products and/or services? How will sales and marketing work together? How will the breakdown of roles look?
- Will you sell online, in stores, or through sales reps? Are you going to sell at your own store or distribute to other stores?

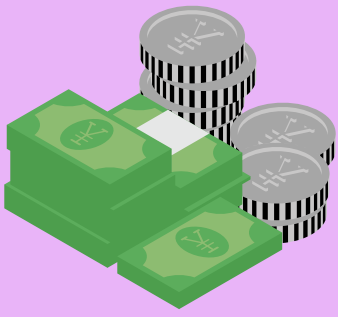


## MANAGEMENT TEAM

Purpose is to show prospective investors that the professionals your company has appointed are educated and experienced, making them capable of fulfilling leadership positions.



## FINANCIAL CONSIDERATIONS



- Start-up Costs
- Sales forecast
- Break-even analysis
- Projected profit and loss
- Funding requirements

## LEGAL

- What type of legal structure will your business be?
- What legal considerations does your business need to keep in mind for its core operating procedures? List all government registrations, permits, health codes, insurance requirements etc. and how you have addressed/will address them.



## APPENDIX

The appendix is the place to include additional documents to give the reader a feel for your product, marketing, services etc. It's also a good place to include any additional tables or charts that you didn't want to include within the content of the plan, but that you feel may help your reader understand your business better.

