

Company Profile

Thank you for applying with Regcharles for your finance and business support needs. In order to complete a fair assessment of your application, we would like to know more about you, your business and your management of the business.

In order to allow us to complete this assessment in a timely manner we request that you submit your existing, updated business plan, marketing plan, and/or any other plans which will inform our assessment.

If you do not have any prepared plans, please use this Company Profile in order to prepare such a plan. Moreover, if your existing plan does not include all of the items listed below, please complete the missing items separately and attach to your existing plan.

Should you need any assistance in preparing this profile or any other parts of the Regcharles application, please do not hesitate to contact your local Regcharles representative.

Shareholders and management

Please provide a short description of the duties, responsibilities, percentage ownership and titles, of all shareholders in the company. Identify shareholders who are not involved in the business and their percentage ownership.

Describe the top management (if not described above), how long they have been with the company, and title(s). Please support this by attaching a CV of those in top management (C.V.s from the managing entrepreneurs is required in the Regcharles application).

Regcharles believes that the entrepreneur/s and/or principal owner/s is the key to business success. Therefore, please tell us a little bit more about yourself/s:

Personal experience / expertise

- Describe your professional experience and/or industry specializations which have/can contributed to the success of this business.
- Describe how much of your time is spent actively working in the business.
- Describe your specific responsibilities. If helpful, think about the tasks you perform during a typical day in your business.
- Provide other details which are relevant to your ability to profitably manage your business which are not covered in your CV.
- What is the average amount of time a typical employee has been employed in the business?
- Estimate how much capital (cash) the owners have contributed to the business to date? What is the source of this capital (business income, investment income, etc.)
- Are any shareholders involved as an owner, manager, or consultant in any other businesses? If so, please describe and indicate all involvements.
- Do you have previous entrepreneurial experience?
- Have you achieved business success before?

Business model

Business overview

Describe:

When the business was established,
How long it has been under the present owners,
How it derives its income,
What products or services it makes or buys,
How sales are achieved,

(For a start-up business, present the same information as per your planning)

Value proposition

Why do customers buy your product or service? How competitive is your product or service? What evidence do you have that there is a growing market for the product or service?

Customer segments

Who are your current customers?

How can you grow your customer base in the future?

By how much can you grow your customer base?

What is needed to grow your customer base?

Do your customers buy on cash or credit and how will this change in future?

If you sell on credit then give detail on how long it takes to receive payment and in how many cases you do not get paid?

Key value process

Provide a concise description of the process you follow in your business to create a valuable product or service for your customer. Give details about the pricing of the product in terms of cost price, cost of sales and gross profit margin.

Some businesses must keep up with the latest or recent technology to remain competitive. If so, please describe which aspect of your business must remain up to date with technological developments, how it affects your competitiveness, and what the financial impact is if keeping up to date.

Key resources

Indicate how many people are working for you per department. If your business requires people with special skills or knowledge, for example engineers, programmers, artisans, etc. please explain why and how many are required.

Suppliers

Who are your biggest or most important suppliers?

What credit terms do they offer you?

How easy or difficult is it to find other suppliers? I

What are the lead times for supply from date of order?

Profitability

Is your business profitable?

How can the profitability be improved or increased?

Sales and marketing

Sales projections

The RegCharles application requires sales projections for three years, the first year in a month-to-month format. There is a guide and a template in the application. Please use this space of the template itself to tell us how you arrived at your projected monthly sales figures.

(Note: In nearly all cases entrepreneurs overstate projected sale figures and this is often times a key reason of business failure. Use well thought through, conservative sales figures that can be easily justified).

How does this projected sales growth rate compare to your sales growth rate of the past few years.

Why is this sales growth rate achievable?

Competition

Where else can your customers buy similar products/services? From whom do your customers normally buy if they don't buy from you? Why would customers rather buy from you than from your competitors?

Who are your biggest competitors? What do they offer customers that you can't offer? Where are they located? Please list your competitors by size.

How can you gain a more competitive position in the market?

Finance and cash flow

Who is responsible for the accounting in your business? Do you generate monthly management accounts? Do you have monthly cash flow statements? Do you monitor key performance indicators on a monthly basis?

How is it done and what systems are used?

How involved are you with the preparation of the monthly management accounts for the business and/or the tax returns (if required)?

How much cash is available to contribute to the project for which you are seeking a loan?

Can we see this amount in the latest balance sheet or do you have it available by way of other means?

Please provide details on how you arrived at your projected cash flow, from the sales projections. For example, how you calculated payments by customers who bought on credit, payments to suppliers, when and how the Regcharles loan will be used, etc.

Cost Projections (Note: In nearly all cases entrepreneurs underestimate the total costs to achieve higher sales figures. Use well thought through all inclusive cost figures that can be easily justified).

Please describe any change to costs (labor, raw materials, etc.) compared to the same period in the past few years

How will your cost structure change in order to achieve these sales figures?

What basis did you use to estimate the amount for each expense item? For larger expense items, such as salaries and wages, please provide a break down or more detailed explanation. Please do not include your salary and drawings under other items, such as salaries & wages, insurance, transport. Show all your drawings under a separate heading.

Loan amount

Explain the need for a loan and the amount applied for? Is this the minimum needed?

Regulatory compliance

Provide an overview of the regulations your business needs to comply with as well as the status of these requirements.

List all the licenses and permits you are legally required to have to operate the business.

And, finally, give us a picture of how you see your business (use as many bullet points as you feel necessary to complete the table below):

Strengths	Weaknesses