



NATIONAL YOUTH DEVELOPMENT AGENCY

SELF EMPLOYMENT SERIES



WRITING A BUSINESS PLAN

A Guide

Make it happen!





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CONTACT, INFORMATION AND COUNSELLING






National Youth Development Agency (NYDA)'s Contact Information and Contact Counselling (CIC) programme enables access to economic participation by providing information and counselling support on career development, employment and entrepreneurship. This information is provided through Youth Advisory Centres (YACs), a Call Centre and an Internet Portal dedicated to youth.

PURPOSE

This guide is part of the National Youth Development Agency (NYDA): Youth Information Kit publications. The series was developed to provide young people with information on career development, employment, entrepreneurship, citizenship and health and wellbeing. The guide was compiled by the Development@Work/ LINK Consortium.

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THE NYDA YOUTH INFORMATION KIT ALSO CONTAINS THE FOLLOWING PUBLICATIONS:

INFORMATION CATEGORY	TITLES
<p>EMPLOYMENT</p> 	<p>Finding Work: A Guide for Young People You and the Workplace: A Guide for Young People Using Labour Market Information: A Guide for Young People Fact Sheet: Special Public Works Programmes Industry Profiles</p>
<p>SELF EMPLOYMENT</p> 	<p>From Idea to Opportunity: A Guide for Young People Getting Business Finance: A Guide for Young Entrepreneurs Starting Your Own Business: A Guide for Young Entrepreneurs Writing a Business Plan: A Guide for Young Entrepreneurs Starting a Co-operative: A Guide for Young People Networking Your Way To Business Success: A Guide for Young Entrepreneurs</p>
<p>EDUCATION AND TRAINING</p> 	<p>Career Planning and Development: A Guide for Young People Education and Training Options in South Africa: A Guide for Young People A Learners Guide to Higher and Distance Education Careers and Occupations Directory for Young People</p>
<p>CITIZENSHIP</p> 	<p>Establishing and Running Community Committees: Fact Sheet Types of Organisations Working In and With Communities: Fact Sheet How to Raise Funds: Fact Sheet Public Participation – Getting Involved in Decision-Making that will Affect Your Community: Fact Sheet What are My Rights and Responsibilities as a Volunteer?: Fact Sheet Why Should I Volunteer: Fact Sheet Making Use of Volunteers: Fact Sheet Is my Community Project Working? A Basic Guide to Evaluation Let's get Involved with Our Communities: A Guide Understanding my Community's Needs: A Guide Developing Life-Skills for Citizenship: A Guide You're A South African!: Get Active My Rights and Responsibilities as a South African Citizen What Does Democracy Mean for Me? The Nuts and Bolts of Volunteer Programmes and Policy Understanding Volunteering: A Guide for Young People</p>
<p>HEALTH AND WELLBEING</p> 	<p>Coping with Teenage Pregnancy: A Guide for Young People Dealing with HIV/ AIDS in the Workplace: A Guide for Young People Substance Abuse and Addiction: Fact Sheet Do I Have a Substance Abuse Problem?: Fact Sheet How Substance Abuse Affect Your Life: Fact Sheet Sexually Transmitted Infections: Fact Sheet Preventing HIV/ AIDS: Fact Sheet Voluntary Testing and Counselling: Fact Sheet Positive Living: Fact Sheet Healthy Eating: Fact Sheet The ABCs of Good Health: Fact Sheet Leisure and Fitness: Fact Sheet Safe Sex Revolution: A Guide For Young People</p>



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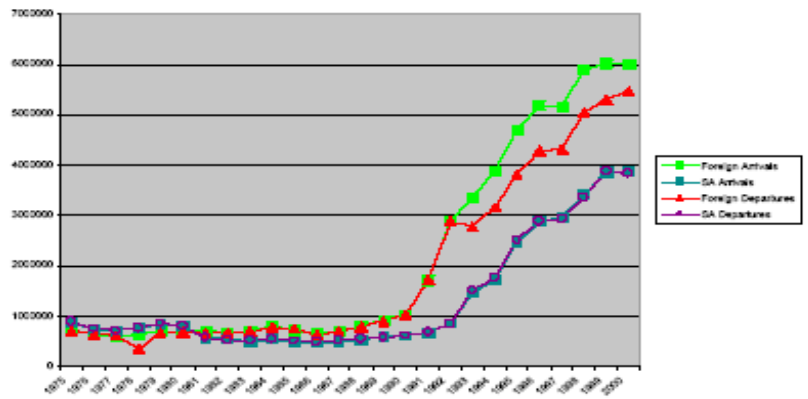


NOTES

Example

Industry Overview

Figure 1: Arrivals and departure of foreign visitors and SA residents 1975-2000



Source: Statistics SA

The number of tourists coming to South Africa has increased sharply over the last several years as indicated by the graph above. The sector contributes about 3% to the country's gross domestic product (GDP) and employs nearly 500 000 people.

Mpumalanga attracts 20 % of the international visitors to the country and 16% of domestic visitors per year. Figures released by SATOUR indicate that this figure has increased by 5% over the last three years and is expected to grow even further over the next five years. The tourism offerings provided in Mpumalanga offer value for money since accommodation, transport and the tourism experiences are relatively inexpensive as compared to the rest of the country. In 1996 tourism contributed R1, 2 billion to the provincial economy. More than 60% of the visitors coming to the province visit the Panorama region for its beauty and natural wonders. Major attractions include God's Window and the world's third largest canyon, the Blyde River Canyon. You will also find the beautiful Bourke's Luck Potholes and Three Rondawels in this region. Changes in the industry are driven by:

► Political change

Since the establishment of a democratic government in 1994, the country has been welcomed back into the international fold. This has also opened up opportunities for the tourism sector with many more international visitors coming to the country.

Tourists are also beginning to see South Africa as a safe destination in comparison to other parts of the world such as countries in South East Asia that are experiencing problems with international terrorism.

► Social change

International and local tourism trends indicate that nature-based tourism is on the increase. This is evident from the number of tourists that come to the province to experience the outdoors.

Crime and its impact remains a concern in the sector. Incidents such as the murder of foreign tourists cause negative publicity that may have an impact on the number of visitors to the province.

► Economic

The value of the Rand compared to the value of other international currencies such as the Dollar and the Pound makes South Africa a very price competitive holiday destination for international visitors. There are also an increasing number of domestic tourists that are experiencing what the country has to offer.



