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**NATIONAL GAMBLING BOARD**

1085 Francis Baard Street,

Hatfield,

Pretoria,

0028

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| **APPLICATION FORM: NGB ENTERPRISE DEVELOPMENT PROGRAMME** |

1. **CONTACT INFORMATION OF PRINCIPAL APPLICANT**

Last Name\* First Name\*

Email\*

Business Telephone number Mobile Phone number\*

ID number\*

Home language\* Race\* Gender\* Citizenship\*

Business Street Address (Personal street address if business has not been registered yet)\*

City\*

Postal code\*

1. **ABOUT YOUR BUSINESS OR BUSINESS IDEA (20 POINTS)**

Company Name (Future Name or state “not yet registered) *Submit proof of registration (registration documents)*\*

Website URL

Year Started (e.g. 2002 or 0000 if not yet registered)\* Type of Company\*

At what stage of development is your company?\* Industry\*

B-BBEE Level (*Submit a B-BBEE certificate or sworn affidavit)*\*

Percentage of black ownership\*

Number of employees (0 is business idea stage)\*

Approximate Gross Annual Revenue\*

1. **MARKET AND MARKET POSITIONING (80 POINTS)**

Please provide a brief description of your business or business idea.\*

What particular problem or market gap will your goods and/or services be addressing?\*

Do similar goods and/or services already exist (locally or globally)? Briefly explain.\*

List your five main competitors.\*

What is your competitive advantage?\*

Describe your target market – corporate or individual, including a description of the typical profile of your customer.\*

What is the size/potential size of your target market? Describe how you have calculated/estimated this figure.\*

How do you/will you generate revenue?\*

How do you currently or plan to promote and sell your goods and/or services?\*

List your top 3 Strengths, Weaknesses, Opportunities, and Threats involved in your business or business idea.\*

*Strengths: characteristics of the business or project team that give it an advantage over others.*

*Weaknesses (or Limitations): are characteristics that place the business or team at a disadvantage relative to others.*

*Opportunities: external chances to improve performance (e.g. make greater profits) in the environment.*

*Threats: external elements in the environment that could cause trouble for the business or project.*

1. **ABOUT YOUR TEAM**

What management/technical team do you have supporting your business/business idea, goods and / or service?\*