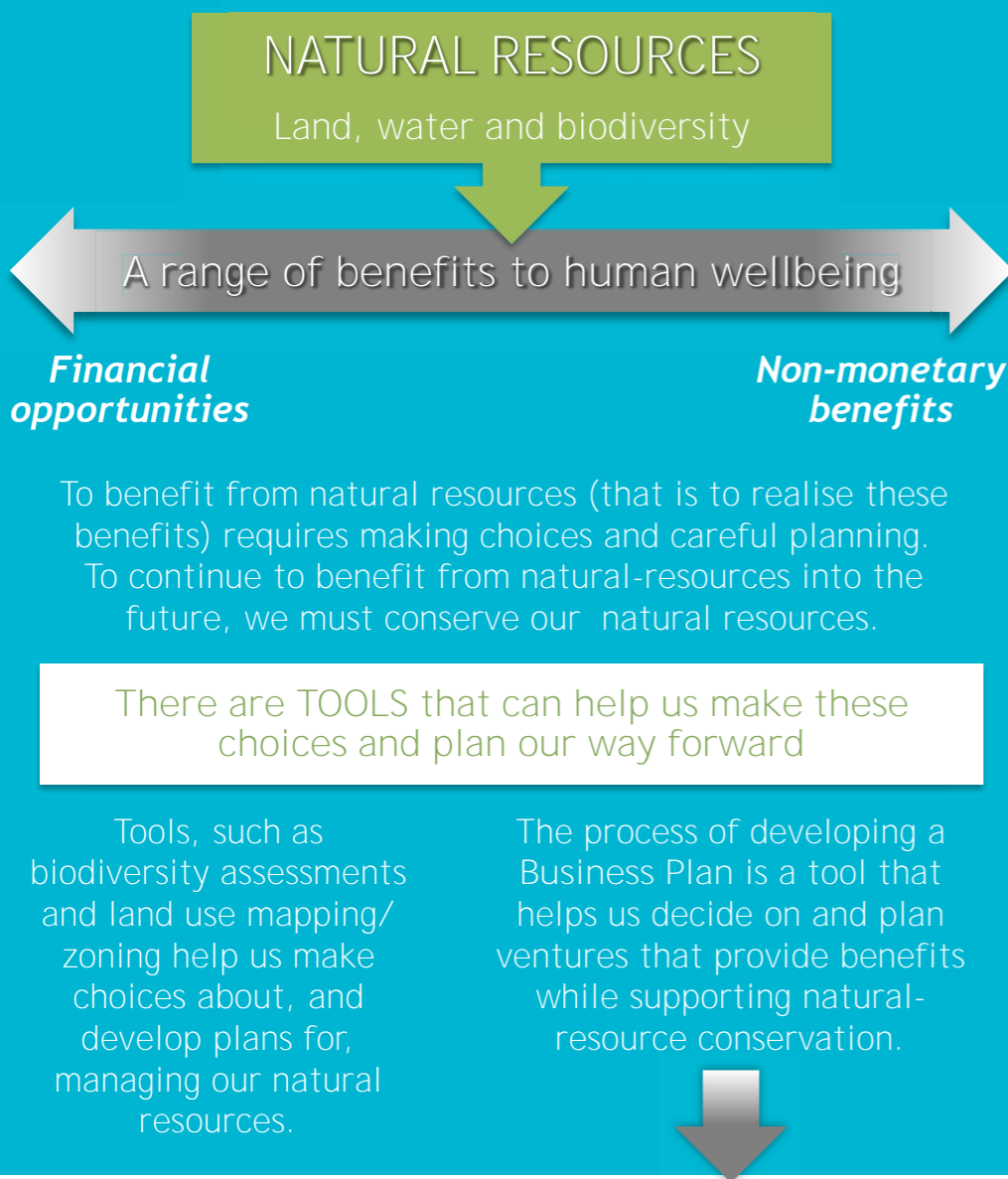


Realising the Benefits from Nature

Nature contributes to human well-being in numerous ways. The following categories illustrate this range of benefits.

MATERIAL basic needs - livelihood, shelter, food, money, education	SOCIAL dignity, self-respect, social cohesion, social status, culture, heritage	PHYSICAL health, nutrition, exercise
PSYCHOLOGICAL spiritual and mental well-being, stress relief, sacred/ritual sites, sense of place, sense of identity, aesthetic, entertainment	FINANCIAL OPPORTUNITIES conservation-based enterprises, jobs, commercial harvesting of natural resources or selling of water	SECURITY peace, stability
		NATURAL RESOURCE USE medicinal plants, building materials, firewood - can link closely with material benefits



This flyer provides an introduction to Business Planning

RESILIM O

RESILIENCE IN THE LIMPOPO BASIN - OLIFANTS CATCHMENT

The RESILIM O project is funded by the U.S. Agency for International Development under USAID Southern Africa RFA-674-12-000016

RESILIENCE IN THE LIMPOPO BASIN PROGRAM (RESILIM)
The project is implemented by the Association for Water and Rural Development (AWARD), in collaboration with partners.

This product was compiled for RESILIM-O as part of the sub-grant **“Unlocking conservation-based entrepreneurship to enhance biodiversity conservation and the resilience of ecosystems and people in priority areas of the Olifants River Basin”**, implemented by the Institute of Natural Resources.

This brochure provides an overview of the detailed guideline titled:

Guideline for Responsible Natural Resource-based Beneficiation in the Lower Olifants River Catchment

Copies of the detailed Guideline can be requested from AWARD.

This product is one of three brochures developed for the sub-grant project to provide insight on natural resource-based beneficiation and business planning. The other two brochures in this series are:

- Oli-Enterprises - Healthy Land, Prosperous People; and
- Guideline for Responsible Natural Resource-based Beneficiation - In the Lower Olifants River Catchment.

Unlocking the potential for natural resource-based beneficiation requires partners, and collective action is the best way to achieve this vision.

If you would like more information about how you can become involved please contact:

Email: info@award.org.za or Tel: 015 793 0503

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The views expressed in these materials do not necessarily reflect the views of the United States Agency for International Development or the United States Government



Realising the Benefits from Nature

AN INTRODUCTION TO BUSINESS PLANNING

Our Olifants

Exploring how things are linked in the Olifants System



award
The Association for Water and Rural Development

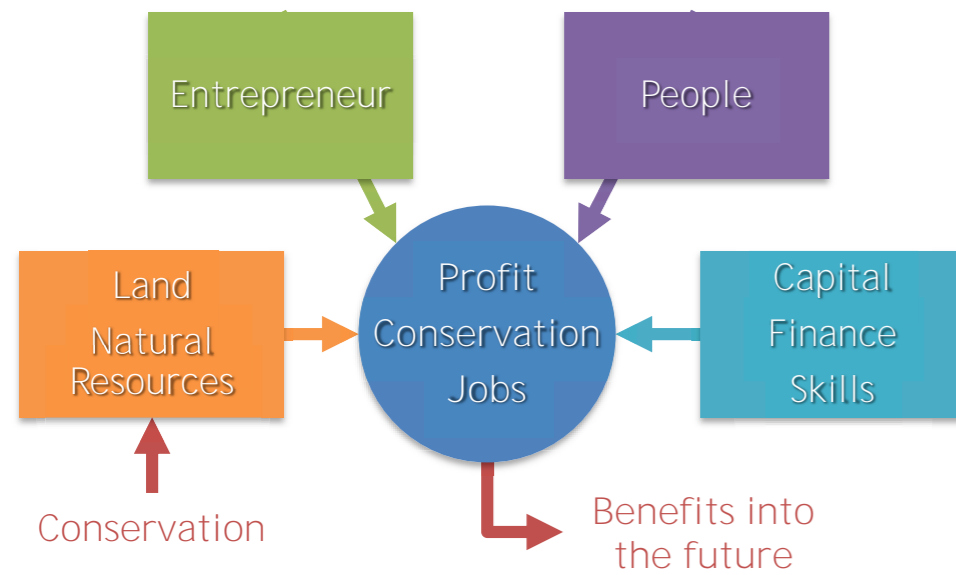


Institute of
Natural Resources

Starting an Enterprise

BUSINESS PLANNING

Starting a Conservation Based Enterprise



Starting a new enterprise or venture is intimidating. How do you turn your idea into a reality and start a successful venture? Developing a business plan is a tool that can help! It helps you figure out whether your idea is a good one and what you need to do to get started!"

WHAT IS A BUSINESS PLAN?

A statement of what business you want to establish, and your goals and objectives.

The Business Plan details how you will generate benefits and what the costs of establishing the business will be.

WHY A BUSINESS PLAN?

- Convince stakeholders that the enterprise will be successful, which helps you obtain outside support and financing
- It is a process that makes you think about your idea and conduct research to see whether your idea is viable
- It helps you understand your customers, your competition, and how much money you will need to launch the enterprise
- Enables you to identify challenges, highlight interesting/unique aspects of the business (or asset)
- It provides a plan to guide your business



Realising the Benefits from Nature

AN INTRODUCTION TO BUSINESS PLANNING

Components of a Business Plan

