**CITY OF JOBURG/JCCI EXPORTER DEVELOPMENT**

**PROGRAMME**

**APPLICATION FORM**

In association with

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| C:\Users\user\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\9U5ZR20V\JCCI Logo (2).jpg |  |  | |
| **Qualification Criteria**  Companies must comply with the following minimum requirements:   * Be 100% South African * In operation for at least 2 years * Must operate in Johannesburg, Gauteng – (Must be JHB Based) * Export potential (see Question D on export readiness).     Certified copies of the following documents are required:   * CIPC Registration (Compulsory) * SARS Tax Clearance Certificate * BEE Certificate * South African ID document * Latest Annual Financial Statements / 3 months bank statements (Compulsory) * Export Registration Certificate (Compulsory) * Other   Also required are:   * A Company Profile * Brochures or specifications of products * Marketing Plan (Non-Compulsory) * Credit and criminal reference checks are conducted. * Any previous incubator experiences. | | |

(Please supply the following information - all information will be kept confidential)

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| **A. PERSONAL DETAILS** |

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| **Full Name** |  | | | |
| **Surname** |  | | | |
| **Designation** |  | | | |
| **Highest Educational Qualification / Technical / Design / ICT / animation/Gaming Certification** |  | | | |
| **Identity Number** |  | | | |
| **Business Training Courses Attended** |  | | | |
| **Tick applicable block** | **Male** | **Female** | **Disabled** | **Youth** |
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| **B. COMPANY INFORMATION** |

**A. PERSONAL DETAILS**

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| **Company Name** | | | | |  | | | | | | | |
| **Type** | **Sole Proprietor** | |  | **Partnership** | |  | **Close Corporation** | |  | **(Pty) Ltd** |  | |
| **Company Registration No.** | | | | |  | | | | | | | |
| **VAT No.** | | | | |  | | | | | | | |
| **Postal Address** | | | | |  | | | | | | | |
| **Physical Address** | | | | |  | | | | | | | |
| **Office Tel No.** | |  | | | **Office Fax No.** | | |  | | | | |
| **Mobile No.** | |  | | |  | | | | | | | |
| **Email Address** | | | | |  | | | | | | | |
| **Website Address** | | | | |  | | | | | | | |
| **Year business was established.** | | | | |  | | | | | | | |
| **Brief history of the business** | | | | |  | | | | | | | |
| **Total number of employees (including yourself and other shareholders).** | | | | | |  |  |  | | --- | --- | --- | | **Male** | **Female** | **Disability** | | | | | | | | |
| **Nature of my company** | | | | | | | | | | | **Tick** | |
| 1. **Manufacturer** | | | | | | | | | | |  | |
| 1. **Wholesaler** | | | | | | | | | | |  | |
| 1. **Retailer** | | | | | | | | | | |  | |
| 1. **Distributor** | | | | | | | | | | |  | |
| **Type of Business** | | | | | | | | | | |  | |
| ***Details:*** | | | | | | | | | | | | |
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| **List your company’s core activities:** |  | | |
| **List three key products/services – provide a brief description of each** |  | | |
| **Does the company adhere to any of the following international standards?** | | **Yes** | **No** |
| * **SABS** | |  |  |
| * **ISO 9000** | |  |  |
| * **ISO 14000** | |  |  |
| * **Veterinary export certificate (If applicable)** | |  |  |
| **Does the company have a formal business plan? *(Tick applicable answer)*** | | **Yes** | **No** |
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| **What is your latest gross annual turnover in SA Rand?** | **Tick Applicable** |
| **Less than R100,000** |  |
| **R100,001 to R500,000** |  |
| **R500,001 to R750,000** |  |
| **R750,001 to R2,000,000** |  |
| **R2,000,001 to R5,000,000** |  |
| **R5,000,001 to R10,000,000** |  |
| **Greater than R10,000,001** |  |

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| **C. IS YOUR BUSINESS READY TO EXPORT** |

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| **1. Management commitment to exporting**  Supplying new markets requires a significant investment in time, especially in the early stages of market development. If you have a limited number of staff and they are already thinly stretched in operating your local business, it will be difficult to take on a new and serious commitment to exporting. Completing the following brief questionnaire will help assess the level of your export commitment. | | |
|  | **YES** | **NO** |
| * Are you prepared to commit a substantial amount of time to developing the distribution/export market in the initial stages? |  |  |
| * Are you convinced that participating in Distribution development Programmes is an important part of your future survival? |  |  |
| * Do you have a long-term view on developing your export/distribution market so that even if it takes some time before you succeed in winning your first order, you will remain committed to exporting? |  |  |
| **2. Management skills in international business**  There are differences between doing international and domestic business. These differences lie in the methods of developing international markets, signing up an agent, processing distribution orders, ensuring payment and dealing with all the risks involved. You will, therefore, need specific skills to do export business. | | |
|  | **YES** | **NO** |
| * Do you have any understanding of export/distribution procedures and knowledge of the various role-players involved in the process? |  |  |
| * Do you have any experience or access to expertise in selling products to other countries? |  |  |
| *If yes, please give examples.* | | |
| * Have you ever received interest and / or orders from abroad (i.e., Africa, Europe, Asia, Middle East etc.) |  |  |
| *If yes, please provide details, including the estimated value.* | | |
| * If you received orders, did you process these orders successfully? |  |  |
| *If no, explain why*. | | |
| **3. Financial Resources**  The commitment to export will require additional finances over and above the financial requirements needed to service your local market. If you are currently struggling with cash flow to keep your domestic operation going, you may have trouble finding the resources needed to start exporting. Your business may have to accommodate a time lag between when you start promoting your products abroad, and finally achieving your first order. You may even have to do the first few orders at very little or no profit. | | |
|  | **YES** | **NO** |
| * Do you have (or have access to) adequate financial resources over and above your local needs to support an export market development programme? (International market development is often more costly than in the domestic market.) |  |  |
| * Can you afford to fund your export market development for at least 6/12 months without receiving any return? |  |  |
| * Can you afford to invest in adapting your product or packaging for the regional/international market? |  |  |
| **4. Technical know-how**  International competition means having your products competing against the standards of international competitors. There is a need to constantly improve, design and efficiency to keep existing market share or to win new market share. | | |
|  | **YES** | **NO** |
| * Does your business have access to the technical expertise required to ensure that your product is suited to international markets in terms of design, quality production and distribution - formats for delivery? |  |  |
| * Does your business undertake research and development to improve your product? |  |  |
| * Are you familiar with the attributes of the products of potential international competitors? |  |  |
| **5. Capacity to supply / manufacture**  Companies wanting to develop new markets must be sure they have the capacity to supply any orders placed. Common problems include offering products to buyers who are likely to place orders far larger than the enterprise can ever supply or where enterprises export excess capacity in times of a poor economic climate at home, but then must sacrifice their export markets once the local economy picks up again. The cost and commitment required to develop an export market is too high to just exit because you have run out of capacity. | | |
|  | **YES** | **NO** |
| * Do you have spare production capacity over and above your domestic market needs? |  |  |
| * Can you increase your capacity to produce at short notice and without any major capital investment? |  |  |
| **VERY IMPORTANT INFORMATION** | **YES** | **NO** |
| * What are your needs? These must be in line with your objectives |  |  |
| * Have you been part of any trade missions with thedtic? If yes, please indicate |  |  |
| **WHICH OF THESE SECTORS ARE YOU PART OF?** |  |  |
| * Sustainable Agriculture/Agri-processing * Circular Economy/Waste Management/Biomass * Eco-Tourism * Renewable Energy * Greener Construction * Greener Transport and Logistics * Blue economy and aquaculture * The Cosmetic & Pharmeceutical Industry to SECTORS (Chemical Industry) * Other |  |  |
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| **D. DECLARATION** |

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| I, …………………………………………………………, declare that the above information is true and correct.  *(Full Name and Surname)* | |
| **Date:** |  |
| **Signature:** |  |

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| **E. OFFICIAL USE** |

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| **Comments:** |  |
| **SME Level** |  |
| **Recommendation** |  |

**APPLICATION FORMS TO BE SEND BACK TO:**

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| **Busi and copy Theoline - email address** | [**busi@jcci.co.za & copy theoline@jcci.co.za**](mailto:busi@jcci.co.za%20&%20copy%20theoline@jcci.co.za) |
| **Contact Number:** | **011 726 5300** |