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

PSYCHOLOGICAL

spiritual and mental well-being, stress relief, sacred/ritual sites, sense of place sense of identity, aesthetic, entertainment

SOCIAL

dignity, self-respect, ocial cohesion, social status, culture, heritage

FINANCIAL OPPORTUNITIES

conservation-based enterprises, jobs, commercial harvesting of natural resources or selling of water

PHYSICAL autrition

nealth, nutrition, exercise

SECURITY peace, stability

NATURAL RESOURCE USE

medicinal plants, building materials, firewood - can link closely with material benefits

NATURAL RESOURCES

Land, water and biodiversity

A range of benefits to human wellbeing

Financial opportunities

Non-monetary benefits

To benefit from natural resources (that is to realise these benefits) requires making choices and careful planning. To continue to benefit from natural-resources into the future, we must conserve our natural resources.

There are TOOLS that can help us make these choices and plan our way forward

Tools, such as biodiversity assessments and land use mapping/zoning help us make choices about, and develop plans for, managing our natural resources.

The process of developing a
Business Plan is a tool that
helps us decide on and plan
ventures that provide benefits
while supporting natural-



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.

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

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

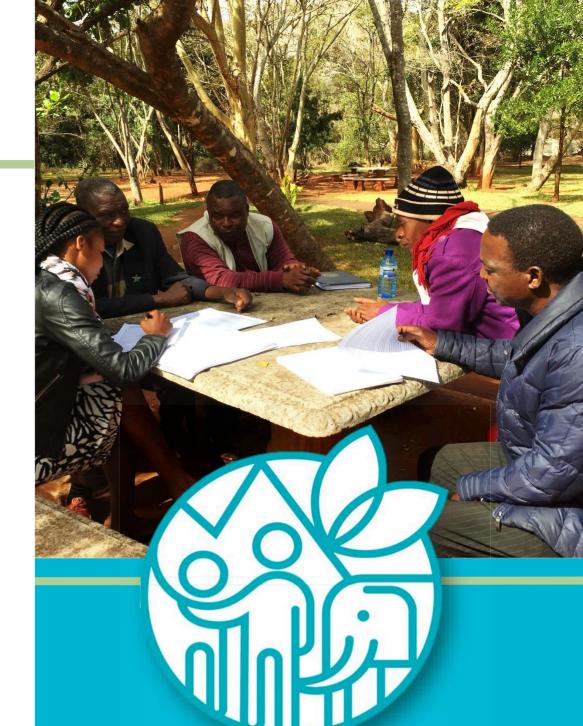
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Realising the Benefits from Nature

AN INTRODUCTION TO BUSINESS PLANNING

Our Olifants

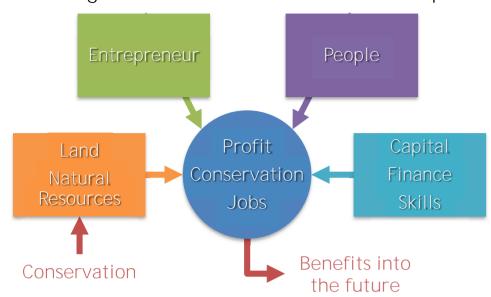
Exploring how things are linked in the Olifants System





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.

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

1. IDENTITY

- Describe your business.
- Who are you, what do you do?
- Are you a group of people, or a single owner?

4. BIODIVERSITY

- How does it support (help) biodiversity?
- · How will you ensure the business doesn't have a negative impact on biodiversity and the environment?

5. MARKET ANALYSIS

- Who will buy it?
- How many buyers are there?
- Where are the buyers from?
- What/who is the competition?
- How will your product/service be better?
- What do other businesses charge?

8. MANAGEMENT AND ORGANISATION

- Who will manage the business?
- Will you hire people? How many?
- What skills are required?
- Will you need partners? Who?
- · What will be their role?

9. MARKETING PLAN

- How will you attract customers?
- How will you advertise (let people know what you are selling)?

12. FURTHER CONSIDERATIONS

- Do you need any permits/licences (for example, for using water, for building infrastructure)?
- What information and advice do you need? Who can provide it?
- What do you need to do to get started?

2. OPPORTUNITY

- What is the business opportunity?
- Why do your customers need the product/service?

3. PRODUCT OR SERVICE

- Describe your enterprise idea.
- What are you selling?
- How will you make money?
- What is your strategy 'cheapest', best quality, unique?

6. DESIGN

- What size will your enterprise be?
- How many good sold/people serviced?
- What area of land will you need?
- How will you layout your facilities?

7. OPERATIONS

- How will you provide the product?
- What materials and technology are needed?
- Where will your enterprise be?
- Do you need lots of land, or to be in town?
- Where will you get your supplies and/or resources?
- How will you sell the product/service?

10. REVENUE

- What will be the main source of income?
- What will you charge per product/ service/ person?
- How will you manage the money (bank account,
- How will you split the profits?
- Who is responsible for any losses?

11. EXPENSES

- What will be the main expenses?
- When will you incur these expenses (before opening, daily operations)?

