



From the Team:

FIRMAFACTS NEWSLETTER IS A MEMBER-TO-MEMBER FREE BUSINESS HELP & ADVICE SERVICE. IF YOU HAVE ANY HEALTHY AND CONSTRUCTIVE ADVICE, PLEASE EMAIL THE TEAM. THANK YOU!

YOUR BUSINESS PLAN

Courtesy of Team member **Development Bank of Namibia**, tips on how to draw up a business plan.

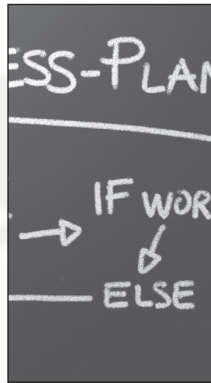
The basics of business plans

Often, the biggest barrier to loan finance is the idea that you will have to set up a 'business plan'. Actually a business plan is not difficult - all it takes is a pen, paper, some hard thought and some time. There are five things that are found in every business plan that you need to think about:

1. What is the business? (the business concept)
2. How the business will operate and grow? (the market analysis)
3. How you will grow and keep your customers? (the marketing strategy)
4. Financial information for the business.
5. Personal financial information.

Next month we will publish the guide to setting up your basic business plan from the DBN.

Contact the **Development Bank of Namibia** today for further information or log on to their website at www.dbn.com.na



SIX TOP TIPS FOR LOGO DESIGN

Traolach from proud member **element creations** advises the following for any person or company wanting to design or revamp their logo. **email: traolach@elementcreations.com.na**

1. **Keep it simple**, the less complicated a logo is, the easier it is for your audience to remember and recognise it.
2. Your **logo** does not have to represent what your company does exactly. McDonalds has golden arches - no burgers and the Nike swoosh - nothing in there says anything about trainers or sports clothing.
3. **Size is key**. Your logo must be easily reproduced at all sizes - complicated and busy logos can get lost when reproduced for smaller use such as letterheads, tags etc. Make sure your logo can be easily recognised in all sizes.
4. **Your logo is for your audience**. You may have to put your tastes aside and choose a logo that you feel the masses will enjoy. Your logo is to attract, not necessarily for your taste only.
5. **Let your logo be seen**. Brand advertising is key to your business. Use your logo on everything you own that will be seen by your audience. The more your logo or brand is seen the harder it is for your audience to forget.
6. It would be wrong to say that **colour** is not important but believe it or not, it is secondary to the other points above. While you would like to use colours that may represent your business, a few factors must be taken into account. The least number of colours, in my opinion, keeps to the most important factor of all when coming up with a logo - **SIMPLICITY!** Remember that when you choose your colours that they will be re-produced on everything representing your business so choose wisely as your audience will be seeing it a lot.



POSITIONING YOUR BRAND

To effectively develop any kind of marketing strategy, is it vital to position your brand which in essence means to find out where it is in the market. **Courtesy of the O&L marketing team and specifically Mr Mike Reilly, we bring you the four As which will determine where your money will go.**

Available:

Unaware – the consumer has never heard of the brand before

Noticed – the consumer has heard of the brand but does not know much about it

Accept:

Interested – the consumer has never tried the brand before but would like to

Experiment – the consumer may try the brand every now and then

Adopt:

Occasional – the consumer occasionally uses the brand but considers others before this one

Regular – it is a favourite of the consumer but not the only one

Adore:

Loyal – the consumer would first choose the brand but also consider others

Staunch – it is the only brand the consumer uses

