



Dr. Awa is the founding President and Chief Executive of Colela Group Investments (Pty) Ltd. She is a trained banker and an accomplished finance, credit and management professional with extensive experience in Africa and international environment. She has extensive experience in the SME sector and has worked with various national, international and bilateral agencies. She has developed more than 20 training manuals on SME topics, published several articles in major newspapers and magazines and has published a number of books on business related topics, one being the book: Guidelines on Writing a Successful Business Plan. She provides mentorships and coaching to businesses and aspiring Entrepreneurs.

Dr. Awa is currently the Chairwoman of the College Council of Ekurhuleni East College for FET, and Ministerial Appointee to the National Student Financial Aid Scheme (NSFAS) Board.

REVIEWS:

Given the challenging economic and socio-political environment that new businesses face in South Africa, appropriate guidance for entrepreneurs is important now more than ever before. As a leader in the broader chamber movement and an academic, Dr Awa is uniquely positioned to bring unique insights to bear on the plight of SMEs and to extrapolate concrete lessons that potential entrepreneurs should find immediately beneficial. I found the chapters relating to "Life after rejection (*of a business plan*)" and the business plan time plan to be particularly novel aspects of the text."

**Neren Rau, Chief Executive Officer,
(SACCI) South African Chamber of Commerce & Industry**

This book is incisive, practical, understandable and above all sensible. It is an invaluable help to those struggling to draw business plan. By the time you finish reading this book, you will have the full knowledge and skill to draw a successful business plan. I heartily recommend this genuinely illuminating book.

Mabasa H.E, Mabasa Attorneys

"I have read many books and reviewed with a sense of trying to see the practicality and relevance of these to Small Business Owners. This book offers both relevance and is not hard to read and follow. It is a must read for both the entrepreneur who wants to start out in life, but most importantly also for Financial Institutions who support these budding entrepreneurs. You have done well again Dr Ngozi Awa on producing a book that will stay in my library for my family and friends to read."

Alfred Ramosedi, MD, Nedbank Private Bank

I really enjoyed reading through this book. It comprehensively covered the importance of a good business plan. Not only to get finance but also to focus the new business owner to examine their idea in detail and ensure the viability of the concept. This also allows them to see the weaknesses in their plan and find ways to overcome them.

Martin Wessel, Pharmacist and MBA Graduate Student

For too long now has the man on the street struggled to understand and meet the demands and challenges of obtaining finance before running a business for the first time. Dr. Awa through her vast knowledge and expertise has now made it possible to assist our budding entrepreneurs without doing an MBA"

Ranjit Dhana, Ex-Banker, Companies Director

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Guidelines on writing a successful



BUSINESS PLAN

2nd Edition

Ngozi M. Awa