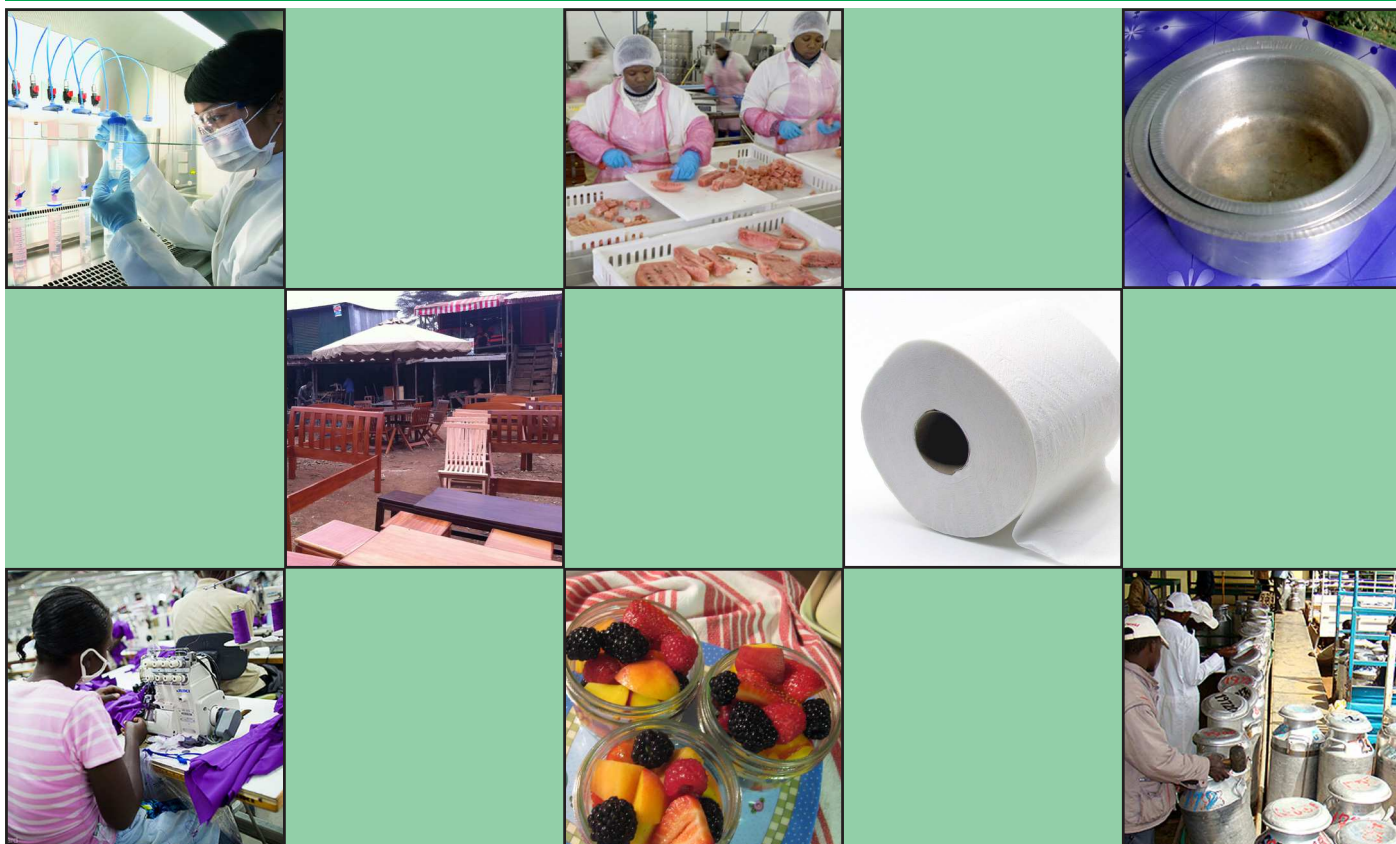




# JITHADA II

Kenya's National Business Plan Competition  
2011-2012

## ENTRY FORM



**INTRODUCTION**

The JITIHAHA Business Plan Competition is a national initiative of the Ministry of Industrialization within the Micro, Small and Medium Enterprises (MSME) Competitiveness Project. The competition seeks to identify growth oriented and innovative business ideas that can be nurtured into viable and sustainable enterprises, in order to create wealth for the businesses and increase employment opportunities for the people of Kenya.

JITIHAHA II (2011 – 2012) targets entrepreneurs in all the manufacturing sector of the economy in Kenya's eight provinces. Participating entrepreneurs must be aged 18 years and above. Women and business entrepreneurs operating in the rural setting are especially encouraged to participate.

The competition is being implemented by a three-partner consortium, comprised of the Kenya Institute of Management (KIM), TechoServe/Kenya and the Jomo Kenyatta University of Agriculture and Technology/Institute for Human Resource Development (IHRD/JKUAT).

**REQUIREMENTS FOR PARTICIPATION**

Participants are supposed to:

- Read, understand and complete the application form appropriately.
- Present original ideas.
- Be Kenyan residents over the age of 18, who seeks to invest in the country by starting a new business venture, expanding or diversifying an already existing business. Employees of the JITIHAHA consortium are NOT allowed to participate.
- Have a business with less than 99 employees at the time of application. The businesses can be entrepreneurship, sole proprietorship, an association, limited company or a partnership.
- Pay an entry fee KShs 1000.00 at the Cooperative Bank of Kenya, University Way Branch A/c No. 011 29 – 170 300 1- 01 and present the deposit slip when submitting the business plan.

**BENEFITS OF PARTICIPATING**

Participants will get an opportunity to improve/refine their business plans through expert business development and support services which will be provided during the various stages of the competition.

- Three winners at the national level will receive cash awards, being KShs. 1 million for the overall winner, KShs. 750 000 for the second prize and KShs. 500 000 for the third prize. Two special awards will go to the Best Woman and Social Entrepreneur, respectively, being KShs. 250 000 each.
- Linkages to financial institutions and other business partners.
- Access to the Jitihada II Directory bearing contacts of stakeholders in the Small and Medium Enterprises (SME) Sector.

**PROCESS OF SUBMITTING THE BUSINESS PLAN**

Participants are required to submit their detailed business plans within the stipulated timelines. Late submissions will NOT be accepted.

**A. KEY PERSONAL DATA**

Name of contact person:

Nationality:

Gender: ☐ Male ☐ Female

Age: ☐ 18 - 21 ☐ 22 - 29 ☐ 30 - 35 ☐ 36 -50 ☐ Over 50

## B. CONTACT INFORMATION

i. Postal address

ii. Postal code

iii. Town

iv. Home district

v. Province Office / Work telephone

vi. Fax

vii. Cell phone

viii. E-mail

ix. Website:

### How did you learn about JIYHADA?

☐ KIM

☐ Ministry of Industrialization

☐ TechnoServe

☐ JKUAT

☐ Public road show/training

☐ Internet

☐ T.V

☐ Radio

☐ Newspaper

Other (specify)

## C. BUSINESS INFORMATION

### 1. Please choose from the following where your Business Plan fits

☐ New /emerging business

☐ Expansion of an existing business

☐ Rehabilitation of a failed business

### 2. How long has your business been in operation?

What type of business is it?

What is the company size?

☐ Micro (0-9 employees )

☐ small (10-49 employees)

☐ medium (50-99 employees)

### 3. Where is your business located?

☐ Urban – within municipal boundaries

☐ Rural – outside a municipal council

### 4. Did you receive training in JIYHADA Phase I in 2009?

☐ Yes

☐ No

### 5. Where do you plan to operate your business in future?

☐ Administrative province

☐ Administrative District

### 6. Have you taken a business loan?

☐ Yes

☐ No

If yes, from which source?

List the name of the financial institution(s) /bank

- a.
- b.
- c.
- d.

**7. Have you ever secured money for your business from a Non – Financial Institution ?**

☐ Yes ☐ No

If Yes from which sources?

List the name of the Non –Financial Institution(s)

- a.
- b.
- c.
- d.

**8. Are you preparing for a business expansion?**

☐ Yes ☐ No

If Yes, please indicate:

Proposed Location /Town

Proposed Province

Proposed District

Proposed name of business

Indicate name in which cheque

should be written if you win.

I hereby declare that I have read and understood the rules for participating in the JITI HADA II Business Plan Competition

Guidelines booklet and accept the terms set out.

Signature:

Full name:

National ID/Passport No:

Date:

**NB: With this form:**

- Attach one business plan.
- Make payment of **Kshs. 1000.00** (One thousand only) as registration fee, deposit cash as per the given blank details and present a deposit slip to the nearest KIM Branch (**Account Name: Kenya Institute of Management, Co-operative Bank Account : University way Branch • A/C Number: 011 29 – 17 030 01-01**)

**For more information contact your nearest KIM Branch ( see folder for details )**

**or Tel: 020 3749929 / 2396411 • Email: [info.jitihada@kim.ac.ke](mailto:info.jitihada@kim.ac.ke) • Website: [www.kim.ac.ke/jitihada](http://www.kim.ac.ke/jitihada)**