

How to use Market readiness

Super Deal Maker · step-by-step guide for your phone · Market readiness

This guide shows every screen of market readiness on a phone. The example is a sample spaza shop, Demo Spaza Mmapela (sample). Choose your own answers where the guide gives the example. Part A is market readiness: the questions a bigger buyer asks, your score and your report. Part B is the Market readiness project plan: the steps you will take to reach more buyers.

Before you start

- You need a Super Deal Maker account. Sign in first. Do your business plan first: market readiness reads your sales from it.
- Have these ready if you have them: your CIPC company papers, tax compliance letter (SARS PIN), B-BBEE affidavit, proof of address, lease, trading licence and bank statements.
- There are 16 screens with about 240 questions, in 5 parts. It takes long: do one or two screens at a time. Everything you save stays saved.
- Funding readiness asks the same questions. If you did funding readiness first, most answers are already here: just check them and save.
- On every screen: **Save & exit** at the top stops for now. **?** gives help. **Next:** at the bottom takes you to the next screen.

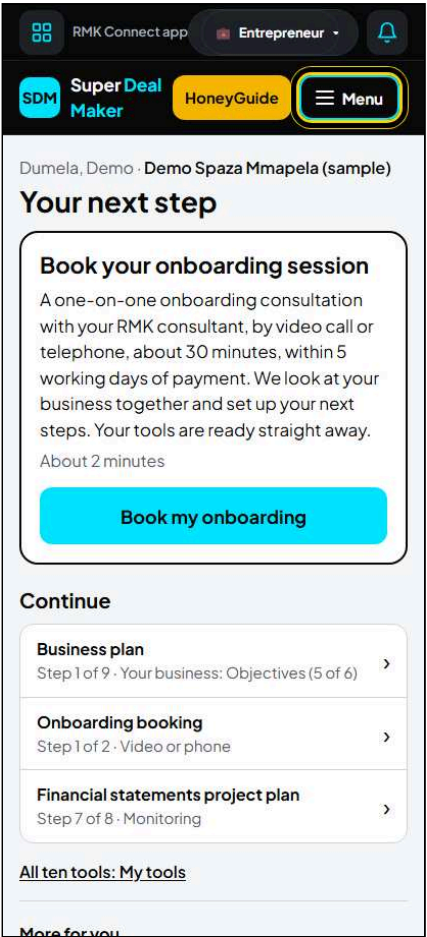
Part A. Start: open your market readiness

1

Open the menu

On Home, tap Menu.

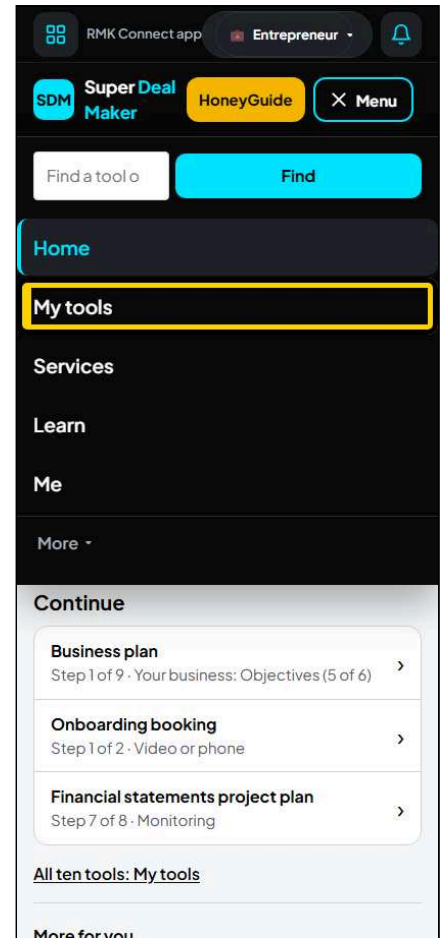
Tip: Home's Your next step card, or a row under Continue, may open your market readiness straight away.



2

My tools

Tap **My tools**.

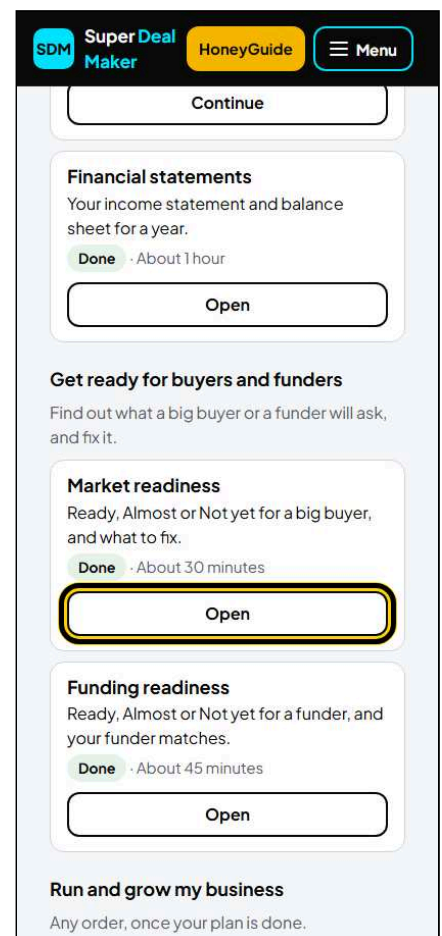


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Market readiness

On the **Market readiness** card, tap **Start**.

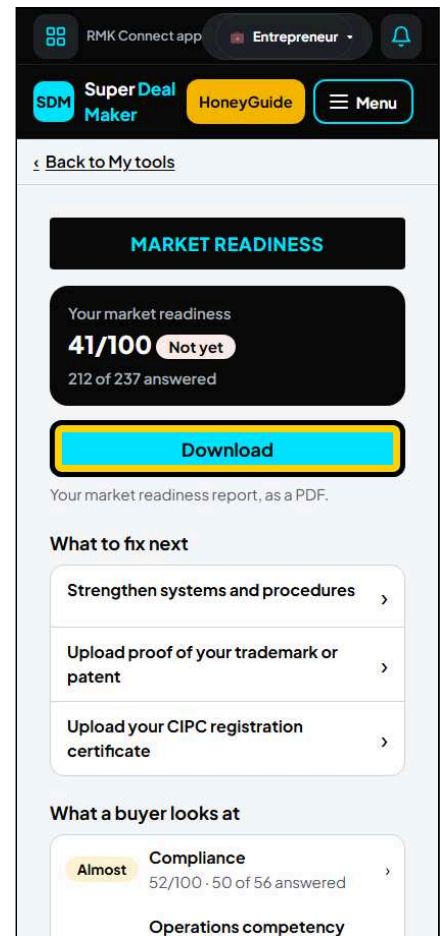
Tip: The first time the button says **Start**, later **Continue**. When every screen is answered it says **Open**.



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Your market readiness page

At the top is your score, for example "41/100 Not yet", and how many questions you answered. The first time, tap **Start the questions**. Later the big button says **Continue where you left off**. When every screen is answered it says **Download**: your market readiness report as a PDF.



Part A. How each of the 16 screens works

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Your answers

Each screen first shows your answers and a score. The first time, tap **Answer these questions**. Later it says **Change your answers**.

Tip: The bar at the top says where you are: "Step 1 of 17". There are 16 screens, then your result.

Market readiness

Step 1 of 17

?

Save & exit

Expiry date of the operating permit.

28 February 2027

Do you have reference letters from your main customers?

No

The oldest letter date.

Not answered yet

Have you uploaded the reference letters?

No

Valid shareholders agreement.

No

Shareholders agreement copy attached and verified.

No

Change your answers

ABOUT THIS TOPIC

Why this matters

Whether the business is registered, tax-compliant and holds the licences its industry needs, each shown by a

More

Next: Tax and related compliance

6

Choose an answer in each box

Tap a box and choose. Most questions are Yes, No, Not sure yet or Does not apply to me. Type a date where it asks one. Example, screen 1 (Organisation statutory information): CIPC papers Yes, uploaded No, date certified 1 Sep 2026, proof of address Yes, lease Yes until 28 Feb 2027, permit to trade Yes.

Tip: "Uploaded" means the document is on Super Deal Maker. Say No until you upload it (see "Upload a document" below).

Market readiness
Step 1 of 17

Save & exit

ORGANISATION STATUTORY INFORMATION

Why this screen matters

CHANGE YOUR ANSWERS

Your business:

Do you have your company registration papers from CIPC (registration certificate and memorandum of incorporation)?

Yes

Have you uploaded your company registration documents?

No

The date certified.

01 Sept 2026

Do you have proof of the business address (a utility bill or sworn affidavit, not older than 3 months)?

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Save your answers

Scroll down. Tap Save your answers.

Market readiness
Step 1 of 17

Save & exit

ORGANISATION STATUTORY INFORMATION

Why this screen matters

CHANGE YOUR ANSWERS

Do you have reference letters from your main customers?

No

The oldest letter date.

dd ---- yyyy

Have you uploaded the reference letters?

No

Valid shareholders agreement.

No

Shareholders agreement copy attached and verified.

No

Save your answers

[Leave without saving and go back to your organisation statutory information answers](#)

Back More

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Go to the next screen

You see your answers again. Tap **Next:** at the bottom (here **Next: Tax and related compliance**). Do the same on every screen.

Market readiness
Step 1 of 17
?
Save & exit

Not yet · 0 out of 100 · 18 of 20 answered

Do you have your company registration papers from CIPC (registration certificate and memorandum of incorporation)?

Yes

Have you uploaded your company registration documents?

No

The date certified.
1 September 2026

Do you have proof of the business address (a utility bill or sworn affidavit, not older than 3 months)?

Yes

Have you uploaded the proof of the business address?

No

The date the document was certified.
15 September 2026

Have the owners signed a letter (resolution) agreeing to raise funding?

No

Have you uploaded the owners' signed

More
Next: Tax and related compliance

Part A, part 1 of 5. Compliance

9	Screen 2. Tax and related compliance Tax clearance: <u>Yes</u>, and the date it runs out (example 28 Feb 2027). Business bank account and statements: <u>Yes</u>. Not on the government supplier list (CSD): <u>No</u>. B-BBEE affidavit: <u>Yes</u>, until 28 Feb 2027. CIPC annual fees paid: <u>Yes</u>, next due 31 Mar 2027. Tap <u>Save your answers</u>.	Market readiness Step 2 of 17 ? Save & exit This is sworn affidavit for organisation with turnover less than R10m. No This is proof of payment of annual fees to CIPC. Yes When are your next CIPC annual fees due? 31 Mar 2027 Letter of good standing verified. No What date is on the labour letter of good standing? dd ---- yyyy Save your answers Leave without saving and go back to your tax and related compliance answers Back More
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Screen 3. Licences and regulations

If your business does not need an environmental, safety (OHS), SABS or food (HACCP) approval, choose **No, this business does not need one.**

Trading licence: **Yes**, the date it runs out, and its name (example: Trading licence, Mogalakwena Local Municipality). Franchise: **No**. Tap **Save your answers.**

Market readiness

Step 3 of 17

?

Save & exit

License and accreditation approval copy attached and verified.

Yes

License and accreditation expiry date.

28 Feb 2027

Type of the license and accreditation.

Mogalakwena Local Municipality (sample)

Franchise Agreement entered into.

No, this business is not a franchise

Have you uploaded your franchise agreement?

No

Save your answers

[Leave without saving and go back to your licences and regulations answers](#)

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More

Part A, part 2 of 5. Can you deliver? (operations)

11	Screen 4. Operations and technical resources Stock easy to get (within 5 working days), the room is secured with a lease, equipment easy to buy, you keep a list of what you own: Yes. Tap <u>Save your answers</u>.	Market readiness Step 4 of 17 ? Save & exit Fully approved building plans. No The uniqueness of the plant and equipment. Widely and readily available Supplier identified and availability of the plant and equipment confirmed. Yes Complete list of the asset register. Yes Equipment has adequate capacity? Based on the equipment specifications. Yes Save your answers Leave without saving and go back to your operations and technical resources answers Back More
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Screen 5. Operations systems

How you work. A shop: batch process, no special skill needed, gross profit below 40%, one shift, no trademark or patent. Tap **Save your answers**.

Market readiness
Step 5 of 17

Not sure yet

Level of technology of changes in the industry.
averagely changing

Assess the use of technology in operations (not admin) within the organisation.
Neutral

The organisation differentiation its self in the market by using technology.
No

Status of your organisation information technology hardware.
Neutral

Save your answers

[Leave without saving and go back to your operations systems answers](#)

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Screen 6. Systems and procedures

Are your ways of working written down? Example: stock and money "insufficiently documented"; staff, marketing and governance "No system". Tap **Save your answers**.

Market readiness
Step 6 of 17

Are your staff trained in your marketing system?
No

This is a collection of processes and procedures which the organisation is operated, regulated or controlled.
No system

All employees are provided corporate governance training.
No

All employees are provided corporate governance system training.
No

Save your answers

[Leave without saving and go back to your systems and procedures answers](#)

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Part A, part 3 of 5. Your people

14	Screen 7. Key personnel information About the owner: ID copy, proof of address, share certificate: Yes if you have them. Uploaded yet? No until you upload them. Not married in community of property? Then the spouse questions are Does not apply to me. Tap Save your answers. Market readiness Step 7 of 17 ? Save & exit signing surety is required from spouse. Does not apply to me Consent from spouses for raising capital and signing surety verified. Does not apply to me If married In Community of Property, all spouses ID copies available. Does not apply to me Spouse ID copies certified date. dd ---- yyyy Spouse ID copies verified. Does not apply to me Save your answers Leave without saving and go back to your key personnel information answers Back More
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Screen 8. Team composition

The owner runs the shop: general manager **Yes**, Matric, more than 7 years of experience. No separate operations, marketing, money or staff manager: **No**. Tap **Save your answers**.

Tip: A small shop gets a low score here. That is normal: answer honestly.

Market readiness
Step 8 of 17

Finance Manager CV attached.
Not sure yet

Appointed Human Resource Manager with related experience.
No

Human Resource Management qualification.
Not sure yet

How much experience does the HR manager have?
Not sure yet

Human Resource Manager CV attached.
Not sure yet

Save your answers

[Leave without saving and go back to your team composition answers](#)

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Screen 9. Entrepreneur traits

Say how strong you are in each thing (example: vision Averagely, the rest Good). Write one short sentence for each, for example "Started the shop in 2022 with R30 000 of own money". Tap **Save your answers**.

Market readiness
Step 9 of 17

Overall focus on this specific project.
Good

Summary justification and basis of the focus rating.
Works full time in the shop (sample).

Leadership experience of the founders.
Entrepreneur/s with between 5 and 10 ye:

Save your answers

[Leave without saving and go back to your entrepreneur traits answers](#)

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Screen 10. Team business management skills

For each skill choose the highest school level in the business (Matric is level 4) and say in a few words what is missing. Tap **Save your answers**.

Market readiness
Step 10 of 17

?

Save & exit

level 4 qualification

Relevant key personnel wide have adequate operations and technical skills.

Yes

Identify specific gaps operations and technical skills that require training.

Bakery skills for the new bakery corner (sample).

Save your answers

[Leave without saving and go back to your team business management skills answers](#)

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More

18	Screen 11. Industry barriers to entry How hard is it for a new shop to start? Example: licence takes less than 6 months, low profits in this trade, customers compare prices (Neutral). Choose the closest answer when yours is not listed. Tap Save your answers.	Market readiness Step 11 of 17 ? Save & exit The level of customer loyalty in the industry. Neutral This is comment on brand loyalty in the industry. Customers buy close to home but compare prices (sample). Save your answers Leave without saving and go back to your industry barriers to entry answers BackMore
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Screen 12. Industry growth

How fast does your trade grow? Example: below 5% in the country and the province, 5% to 10% in your village. Proof from a report: **No** if it is your own estimate; write "Owner's estimate". Tap **Save your answers**.

Market readiness
Step 12 of 17

[?](#) [Save & exit](#)

Date of the data relied on.

Where the local growth figure comes from: name the report, website or study, and its date.

Owner's estimate (sample): more houses built in Mmapela.

[Save your answers](#)

[Leave without saving and go back to your industry growth answers](#)

[Back](#) [More](#)

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Screen 13. Market security

How sure are your sales? Example: more than 50% from customers you already have, four or more customers and products, two kinds of customers (households, school learners), market share 5% to 10% now, 10% to 20% as the target. Tap **Save your answers**.

Market readiness
Step 13 of 17

[?](#) [Save & exit](#)

Diversified customer market segment from which market is secured.

Structure of the current market and its ripeness for emerging player.

Current market share controlled by the organisation.

Targeted market share by the organisation.

[Save your answers](#)

[Leave without saving and go back to your market security answers](#)

[Back](#) [More](#)

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Screen 14. Value proposition

Why customers choose you. Example: some uniqueness, quality Good, competitors likely to react. Tap **Save your answers**.

Market readiness
Step 14 of 17

[?](#) [Save & exit](#)

market.

Likely

Number of product and services substitute.

Likely

Cost of switching between competitors.

Unlikely

Likelihood of replication of the products and services.

Likely

The organisation is servicing mass market and the product is mass consumed.

Yes

[Save your answers](#)

[Leave without saving and go back to your value proposition answers](#)

[Back](#) [More](#)

22	Screen 15. Social empowerment Small business (EME). Black, women and youth ownership: 51% or more. Women and youth in leadership: Yes. Tap Save your answers.	Market readiness Step 15 of 17 ? Save & exit No Employ at least 30% women in the executive position. Yes Employ at least 30% youth in the executive positions. Yes The business spend at least 2% of the payroll on training. No The preferential business spend at least 1% of net profit on social development. No Save your answers Leave without saving and go back to your social empowerment answers Back More
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Screen 16. Jobs growth

Jobs now: between 3 and 10. New jobs: fewer than 3. Permanent jobs, cost per job below R100 000, more than 50% rural. Tap **Save your answers**.

Market readiness
Step 16 of 17

?

Save & exit

How many people work in the business now?

Between 3 and 10 jobs

How many new jobs will the funding create?

Less than 3 jobs

What kind of jobs are they mostly?

permanent

Cost of investment into the business divided by the number of jobs.

cost per job below 100 000

Number of rural jobs.

Above 50%

Save your answers

Leave without saving and go back to your jobs growth answers

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Part A. Your result

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See my result

On the last screen (Jobs growth), tap See my result.

Market readiness

Step 16 of 17

?

Save & exit

Almost 67 out of 100 5 of 5 answered

How many people work in the business now?

Between 3 and 10 jobs

How many new jobs will the funding create?

Less than 3 jobs

What kind of jobs are they mostly?

permanent

Cost of investment into the business divided by the number of jobs.

cost per job below 100 000

Number of rural jobs.

Above 50%

Change your answers

ABOUT THIS TOPIC

Why this matters

B-BBEE and the jobs the business creates and keeps.

This screen is one of 2 parts of social, which counts for 10 of the 100 points in

Back

More

See my result

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Your market readiness is ready

You see your score and the 3 things to fix first.

Tap a thing to fix it. Tap **See my market readiness report** to read the whole report.

Market readiness
Step 17 of 17

YOUR MARKET READINESS IS READY

Your market readiness: **41 out of 100, Not yet.**
212 of 237 answered.

What to fix first:

1. [Your CIPC company registration papers](#)
2. [Proof of your business address](#)
3. [Your lease or your title deed for where you work](#)

See my market readiness report

More

Done

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More

Tap **More** for: **Download my report**, My documents (upload what is missing), your market and funding readiness side by side, Go through the questions again, My tools.

Market readiness
Step 17 of 17

YOUR MARKET READINESS IS READY

Your market readiness: **41 out of 100, Not yet.**
212 of 237 answered.

What to fix first:

1. [Your CIPC company registration papers](#)
2. [Proof of your business address](#)
3. [Your lease or your title deed for where you work](#)

See my market readiness report

More

Download my report

[My documents \(upload what is missing\)](#)

[My market and funding readiness side by side](#)

[Go through the questions again](#)

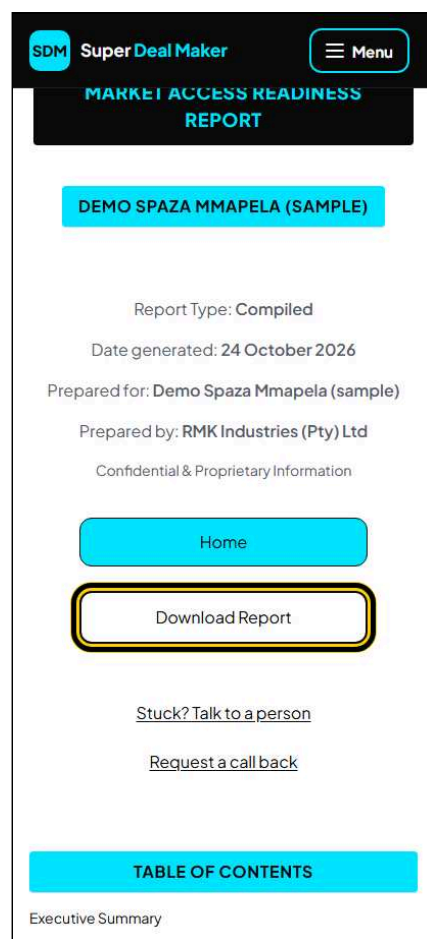
[My tools](#)

Done

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Your report on screen

The report shows the 5 things a buyer looks at, what is missing and what to fix next. Tap **Download Report** to save the PDF on your phone.

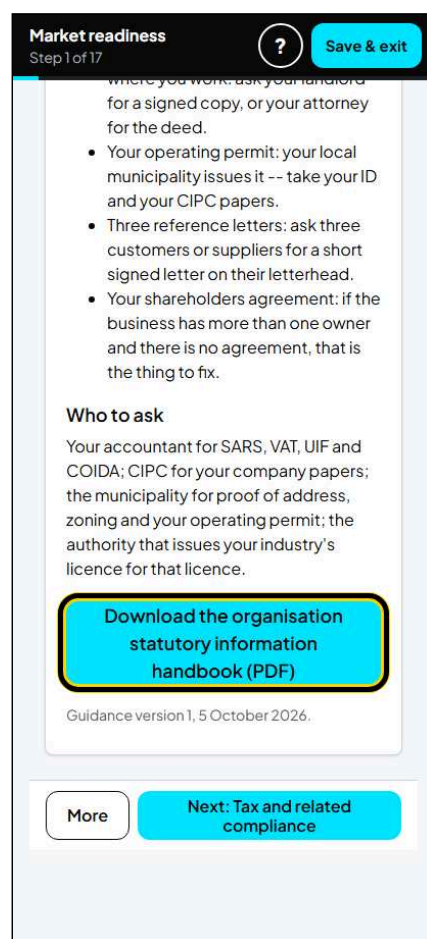


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A guide for each screen

Each of the 16 screens has a short guide that explains its questions. Scroll down on the screen and tap **Download the ... handbook (PDF)**.

Tip: The guide explains the questions. It does not hold your answers.



Part A. More on your market readiness page

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What a buyer looks at

Lower on your market readiness page, **What a buyer looks at** shows the 5 areas. Each has a score, **Ready**, **Almost** or **Not yet**, and how many questions are answered. Tap an area to check or change its screens.

What to fix next above it lists the 3 things that would lift your score most: tap one to fix it.

SDM

Super Deal Maker

HoneyGuide

Menu

41/100

Not yet

212 of 237 answered

Download

Your market readiness report, as a PDF.

What to fix next

Strengthen systems and procedures

Upload proof of your trademark or patent

Upload your CIPC registration certificate

What a buyer looks at

Almost

Compliance

52/100 · 50 of 56 answered

Not yet

Operations competency and capacity

33/100 · 42 of 43 answered

Not yet

Personnel competency

48/100 · 62 of 76 answered

Not yet

Market size and sustainability

33/100 · 40 of 44 answered

Social

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Upload a document

On your market readiness page tap **More**. Under **Your documents**, tap **Choose File** and pick the photo or PDF. Type the date on it and the date it runs out. Tap **Upload**. It then says "On file".

Tip: A document counts only when it is uploaded and not out of date. Your CIPC papers move your score the most.

YOUR DOCUMENTS

[Guide me](#)

A requirement counts when the document is here and has not run out. Only you, RMK and funders you have agreed to be seen by can open them.

What to fix next: your CIPC company registration papers -- download them free from the CIPC website, or ask whoever registered the company for you. Upload your CIPC company registration papers.

The document (a photo or a PDF, up to 10 MB)

[Choose File](#) No file chosen

Date on it (issued)

dd ---- yyyy

Upload

Not yet -- Your CIPC registration certificate

Upload your CIPC registration certificate.

The document (a photo or a PDF, up to 10

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One question at a time

On your market readiness page you can also tap **More**, then **Answer one question at a time**. Choose your answer and tap **Save and next**. It shows the part, the screen, and how many questions are left.

Market readiness - part 1 of 17 [?](#) [Save & exit](#)

Part 1 of 5: Compliance

Screen 1 of 16: Organisation statutory information - question 1 of 20.

25 questions left on this report. About 6 minutes.

Do you have your company registration papers from CIPC (registration certificate and memorandum of incorporation)?

☐ Not sure yet

☒ Yes

☐ Does not apply to me

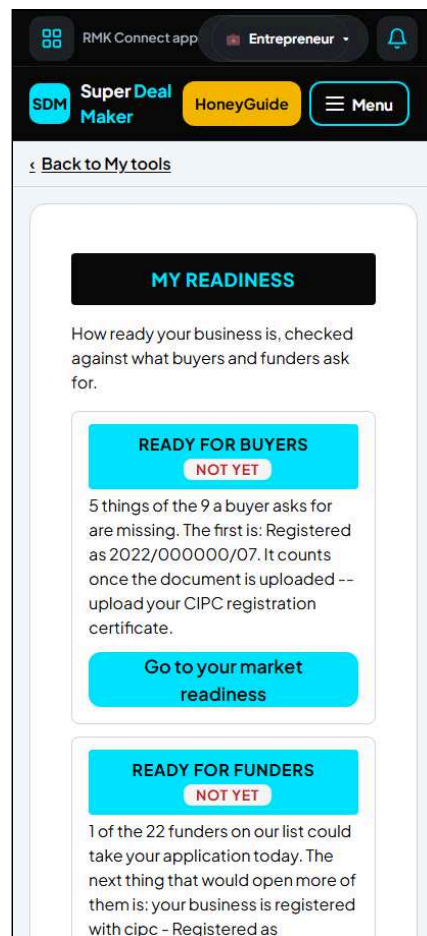
☐ No

[More](#) **Save and next**

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Market and funding side by side

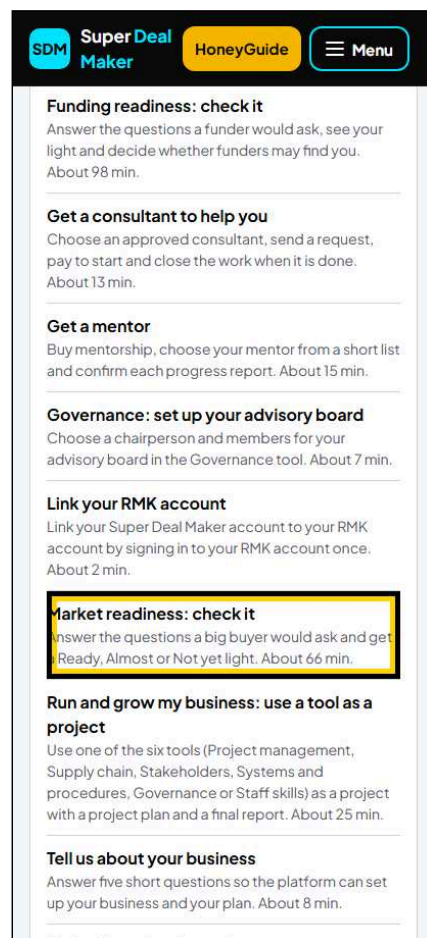
More, then My market and funding readiness side by side shows both. Ready for buyers counts the papers a buyer asks for. Market and funding readiness share the same questions: answer once.



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Help on Home

On Home, open More for you. Under "How do I...", Market readiness: check it opens the same page with a guide.

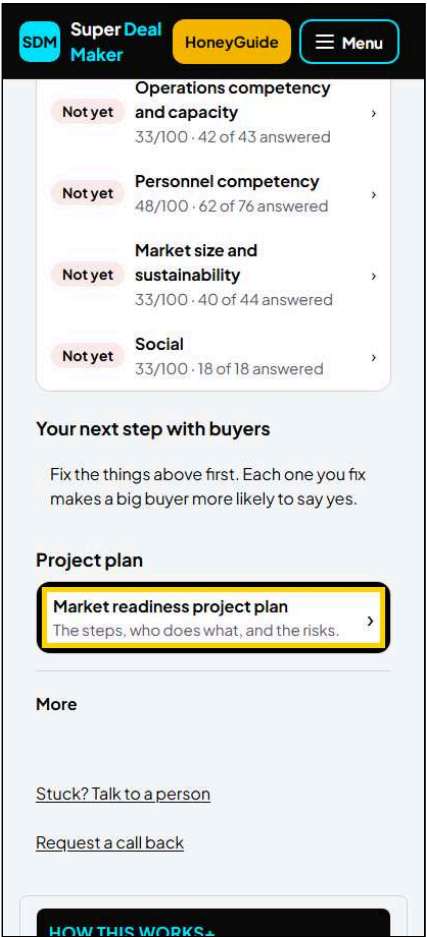


Part B. Market readiness project plan

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Open the project plan

On your market readiness page, under **Project plan**, tap **Market readiness project plan**. The first time it is under **More**: tap **Start your market readiness project plan**. Your project is made with example rows.



The screenshot shows the 'Super Deal Maker' app interface. At the top, there are three buttons: 'SDM' (blue), 'Super Deal Maker' (blue), and 'HoneyGuide' (yellow). To the right is a 'Menu' button with a hamburger icon. Below the buttons, there are four rows of progress indicators, each with a 'Not yet' label in a pink box, a title, and a progress bar. The titles are 'Operations competency and capacity', 'Personnel competency', 'Market size and sustainability', and 'Social'. The progress bars show the number of items completed out of the total. Below these rows, there is a section titled 'Your next step with buyers' with a paragraph of text. Underneath that is a 'Project plan' section with a yellow box containing the text 'Market readiness project plan' and a right arrow. Below this is a 'More' section with two links: 'Stuck? Talk to a person' and 'Request a call back'. At the bottom, there is a 'HOW THIS WORKS+' section.

Item	Status	Progress
Operations competency and capacity	Not yet	33/100 · 42 of 43 answered
Personnel competency	Not yet	48/100 · 62 of 76 answered
Market size and sustainability	Not yet	33/100 · 40 of 44 answered
Social	Not yet	33/100 · 18 of 18 answered

Your next step with buyers

Fix the things above first. Each one you fix makes a big buyer more likely to say yes.

Project plan

Market readiness project plan
The steps, who does what, and the risks.

More

[Stuck? Talk to a person](#)

[Request a call back](#)

HOW THIS WORKS+

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Your project home

The project has 7 parts: Project Team, Project Activity, Project Goals, Stakeholder Management, Project Resources, Project Risk, Project Monitoring. Tap a part to open it. Each part says Incomplete until you confirm it.

Tip: The example rows ("Identify attractive markets") are for any business. Change them to your own, or delete them.

PROJECT SECTION NAME	COMPLETION
Project Team	Completed
Project Activity	Completed
Project Goals	Completed
Stakeholder Management	Completed

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1. Project team: the list

Tap **Edit** on a person to change it. Tap **Add one** to add a person. Delete example people you do not have.

NAME	SURNAME	POSITION - IN THE PROJECT	EDUCATION LEVEL
Lerato	Sample	Owner and project leader	Matric
Thabo	Sample	Shop assistant	Matric
RMK	Consultant (adviser)	Adviser	Degree

TASK NAME	RESPONSIBLE MEMBER	APPROVING MEMBER	CONSUI TEAM
Talk to the school about a learner snack deal	Lerato	Lerato	RMK

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1. Project team: one person

Type the name, the position in the project and the education. Example: Lerato Sample, Owner and project leader, Matric. Tick **This is correct**. Tap **Confirm**.

Market access project plan ? **Save & exit**
Step 1 of 8

rmk.guide.paid@rmkin

Nationality:
South African

Race:
Black

Gender:
Female

Disability:
Able

Educational level:
Matric

☒ This is correct
Tick this, then press Confirm, to mark this part done.
Cancel

Confirm

Back More

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2. Project activities: the list

The tasks are grouped by stage: Planning, Execution, Feedback and Reporting. Tap a task to edit it. Tap **Add one** for a new task. Delete the example tasks you do not need.

Market access project plan ? **Save & exit**
Step 2 of 8

PROJECT ACTIVITIES

Add one

PLANNING ACTIVITIES

TASK NAME	RESPONSIBLE INDIVIDUAL	START DATE	END DATE	NUM OF D.
Talk to the school about a learner snack deal	Lerato	Nov. 2, 2026, midnight	Nov. 20, 2026, midnight	18.0
Make a price list board	Thabo	Nov. 2, 2026, midnight	Nov. 9, 2026, midnight	7.0

EXECUTION ACTIVITIES

TASK NAME	RESPONSIBLE INDIVIDUAL	START DATE	END DATE	NUM OF D.
Start a	Thabo	Nov. 23, 2026	Jan. 31, 2027	€

Back More **Next: Goals**

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2. Project activities: one task

Choose the stage. Type the task, what it is for, the start and end dates, and who does it. Example tasks for reaching buyers: Talk to the school about a learner snack deal (2 to 20 Nov 2026, Lerato); Make a price list board (Thabo); Start a WhatsApp order list for neighbours; Start the learner snack packs; Check what sells and report. Tick **This is correct**. Tap **Confirm**.

Market access project plan ? Save & exit
Step 2 of 8

limitations and constraints have been identified for this project

Assumptions:

The school and the families want this

assumptions were made when developing

☒ This is correct

Tick this, then press Confirm, to mark this part done.

Cancel

Confirm

Back More

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3. Project goals: the list

Tap **Edit** on each goal. Tap **Add one** for a new goal.

Market access project plan ? Save & exit
Step 3 of 8

Add one

PROJECT GOALS

The project has the following objectives that it aims to accomplish:

ACTION	GOALS
Edit	<u>Sell to the school learners – 60 snack packs a school day by March 2027</u> 60 packs at R15 at lunch time Measured over: Weekly
Edit	<u>More orders from neighbours – 30 families order on WhatsApp every month</u> 30 of the 120 households Measured over: Monthly
Edit	<u>Grow sales – Sales of R70 000 a month by month 18</u> From R48 000 to R70 000 a month Measured over: Monthly

Back More Next: Stakeholders

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3. Project goals: one goal

Type the goal and how you will measure it.

Example: Sell to the school learners, 60 snack packs a school day by March 2027, counted every day. Tick **This is correct**. Tap **Confirm**.

Market access project plan ? Save & exit
Step 3 of 8

Over what period is this measured? For example, one financial year.

Start time:
18 Jan 2027

End time:
31 Mar 2027

Completion level:
0,0

Project state of completion in percentages
☒ This is correct

Tick this, then press Confirm, to mark this part done.
Cancel

Confirm

Back More

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4. Stakeholders: the list

Tap a name to edit it. Tap **Add one** to add one.

Example: the school principal, customers, learners and parents, the wholesaler, the ward councillor.

Market access project plan ? Save & exit
Step 4 of 8

STAKEHOLDER MANAGEMENT

Add one

The following table describe the roles and responsibilities of stakeholders:

STAKEHOLDER NAME : SCHOOL PRINCIPAL		
Type: customer	Role: Approve	Nature: normative requirements
Method of engagement: Meeting	Frequency of engagement: Monthly	
How the project affect the stakeholder	Selling to the school and taking WhatsApp orders	
Stakeholder Interest	Healthy, cheap snacks for learners and no litter	
Engagement Objective	Keep them informed and supportive	
Start Date: Nov. 2, 2026	End Date: April 30, 2027	

Back More Next: Resources

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4. Stakeholders: one stakeholder

Type the name, choose the type and role, say what they want and how often you meet.

Example: School principal, customer, Approve, "Healthy, cheap snacks for learners and no litter", monthly. Tick **This is correct**. Tap **Confirm**.

Market access project plan ? **Save & exit**
Step 4 of 8

The primary method of engaging with the stakeholder

Frequency of engagement:

Monthly

Averagely how often will you engage with the stakeholder

Start time:

02 Nov 2026

End time:

30 Apr 2027

Completion level:

0,0

Project state of completion in percentages

☒ **This is correct**

Tick this, then press Confirm, to mark this part done.

Cancel

Confirm

Back More

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5. Project resources: the list

One row for each task. Tap the task to edit it. The total cost shows at the bottom (example R1 610).

Market access project plan ? **Save & exit**
Step 5 of 8

PROJECT RESOURCES

Add one

Estimated budget and resources for the project:

ACTIVITY	RESOURCES REQUIRED	FUNDING SECURED	BUDGETED COST
Talk to the school about a learner snack deal	Taxi to the school office and a printed price sheet	False	60
Make a price list board	Board, paint and brushes	False	450
Start a WhatsApp order list for neighbours	Phone data for WhatsApp and paper bags	False	200
Start the learner snack packs	Snack bags, juice and flour for the first week	False	900
Check what sells and report	Owner's time	False	0

Back More **Next: Risks**

45

5. Project resources: one row

Type what the task needs and what it costs.
Example: Make a price list board, board, paint and brushes, 450. Tick **This is correct**. Tap **Confirm**.

Market access project plan ? Save & exit
Step 5 of 8

waiting period.

0,0
How much does the item cost - market value

Re order level quantities:

0,0
How much does the item cost - market value

Mark up:

30,0
percentage expected to be added to the total cost

☒ This is correct
Tick this, then press Confirm, to mark this part done.

Start time:

02 Nov 2026

End time:

30 Apr 2027

Cancel

Confirm

Back More

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6. Project risks: the list

Tap a risk name to edit it. Tap **Add one** for a new risk.

Market access project plan ? Save & exit
Step 6 of 8

RISK MANAGEMENT

Add one

The project manager working with the project team and project sponsors will ensure that risks are actively identified, analyzed, and managed throughout the life of the project. Risks will be identified as early as possible in the project so as to minimize their impact.

Name : The school says no

Area of impact: Business objectives

Description : The principal does not allow sales to learners

Probability: Medium

Treatment: Sell at the shop after school instead; ask the school governing body

Mitigation: Sell at the shop after school instead; ask the school governing body

Update: : None

Date: : None

Back More Next: Monitoring

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6. Project risks: one risk

Type the risk and what you will do about it.

Example: The school says no; sell at the shop after school instead. Choose every box: area, impact, likelihood, ranking and action. Tick **This is correct**. Tap **Confirm**.

Tip: If you leave a box empty, the page tells you which one. Choose it, then tap Confirm again.

Market access project plan ? Save & exit
Step 6 of 8

Start time:
02 Nov 2026

End time:
30 Apr 2027

Completion level:
0,0

Project state of completion in percentages
☒ This is correct
Tick this, then press Confirm, to mark this part done.
Cancel

Confirm

Back More

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6. Delete an example risk

To remove an example risk you do not need, open it and delete it. The page asks "Delete this risk?".

Tap **Yes, delete it**, or **No, keep it**.

Market access project plan ? Save & exit
Step 6 of 8

DELETE THIS RISK?

Skills risk
You cannot get it back after you delete it.

Yes, delete it

No, keep it

Back More

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7. Monitoring: the list

One row for each task. Tap the task to edit it.

Market access project plan ? Save & exit
Step 7 of 8

FEEDBACK AND REPORTING ACTIVITIES

Add one

TASK NAME	STATUS	NO. OF ENGAGEMENT	OBJECT ACHIEVED
Talk to the school about a learner snack deal	In planning	4	Not yet
Make a price list board	In planning	4	Not yet
Start a WhatsApp order list for neighbours	In planning	4	Not yet
Start the learner snack packs	In planning	4	Not yet
Check what sells and report	In planning	4	Not yet

Back More Finish my project plan

50

7. Monitoring: one row

Say how you check the task. Example: meeting; count orders and snack packs every Sunday and review with the consultant once a month. Tick **This is correct**. Tap **Confirm**.

Market access project plan ? Save & exit
Step 7 of 8

Lessons learned:

None yet

☒ This is correct
Tick this, then press Confirm, to mark this part done.
Cancel

Confirm

Back More

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Finish my project plan

On the Monitoring list, tap **Finish my project plan**.

Market access project plan ? Save & exit
Step 7 of 8

Add one

TASK NAME	STATUS	NO. OF ENGAGEMENT	OBJECT ACHIEV
Talk to the school about a learner snack deal	In planning	4	Not yet
Make a price list board	In planning	4	Not yet
Start a WhatsApp order list for neighbours	In planning	4	Not yet
Start the learner snack packs	In planning	4	Not yet
Check what sells and report	In planning	4	Not yet

Back More **Finish my project plan**

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Your project plan is ready

This page says your Market readiness project plan is ready. Tap **See my project plan** to read it. **More** has the download, where the project is, and the final report.

Tip: If a part is still empty, this page says which one. Open it, fill it in, and tap Finish my project plan again.

Market access project plan ? Done
Step 8 of 8

✓

YOUR MARKET ACCESS PROJECT PLAN IS READY

Your team, activities, goals, stakeholders, resources, risks and monitoring are in it.

See my project plan

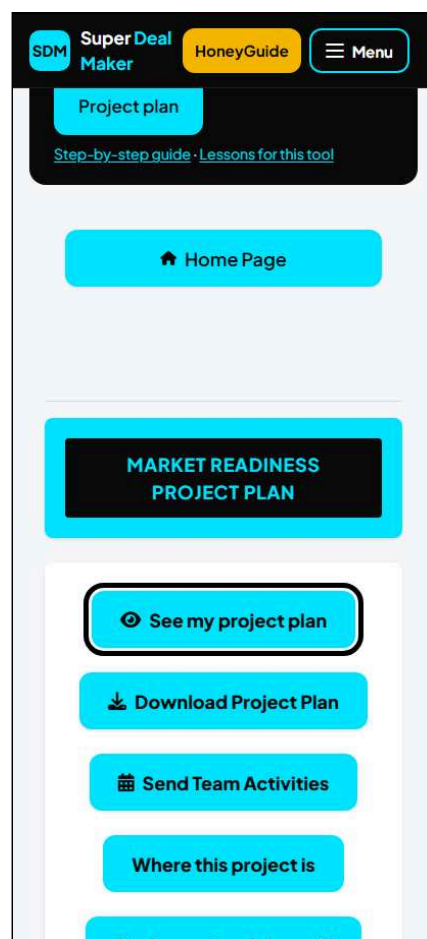
More

Done

53

See your project plan

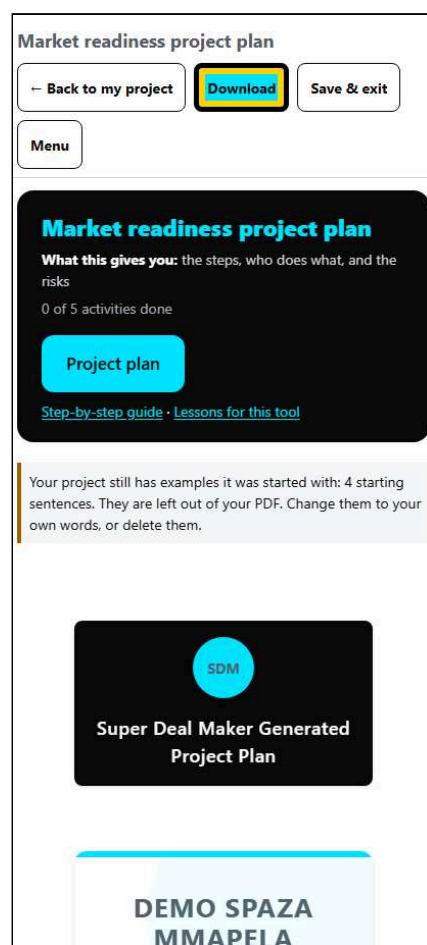
On your project home every part now says Completed. Tap **See my project plan**.



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Your project plan on screen

Read it on your phone. Tap **Download** at the top to save the PDF, or **Back to my project**.



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Download the project plan

On your project home you can also tap **Download Project Plan**.



Stop, carry on, and get help

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Stop for now

Tap **Save & exit** at the top. First tap **Save your answers** so your last answers are saved.

Market readiness

Step 13 of 17

?

Save & exit

MARKET SECURITY

► Why this screen matters

YOUR ANSWERS

Not yet - 47 out of 100 - 10 of 10 answered

The level of revenue secured.

more than 50% market secured by contracts/ag

Attached is reliable data of top ten secured marketcustomers and confirmed pricing and volumes per annum.

No

Average length of market secured.

ever green contracts or long term existing client

Number of customers from which market is secured.

four or more

Top ten customers and their revenue verified.

Back

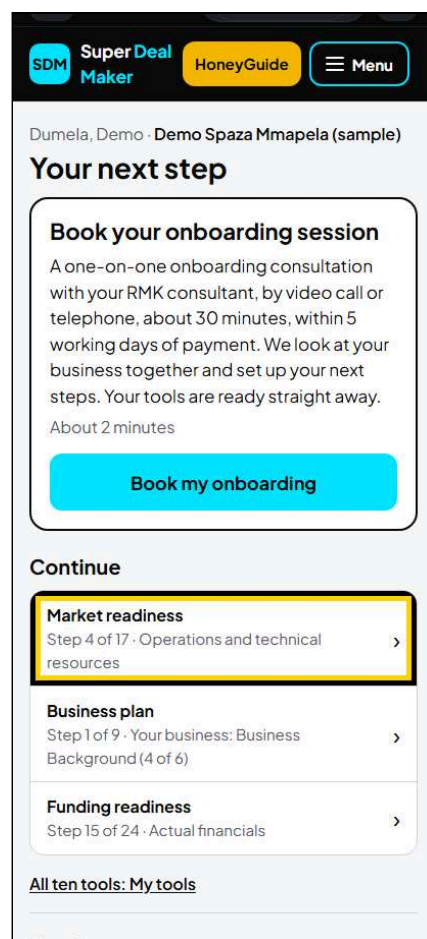
More

Next: Value proposition

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Carry on later

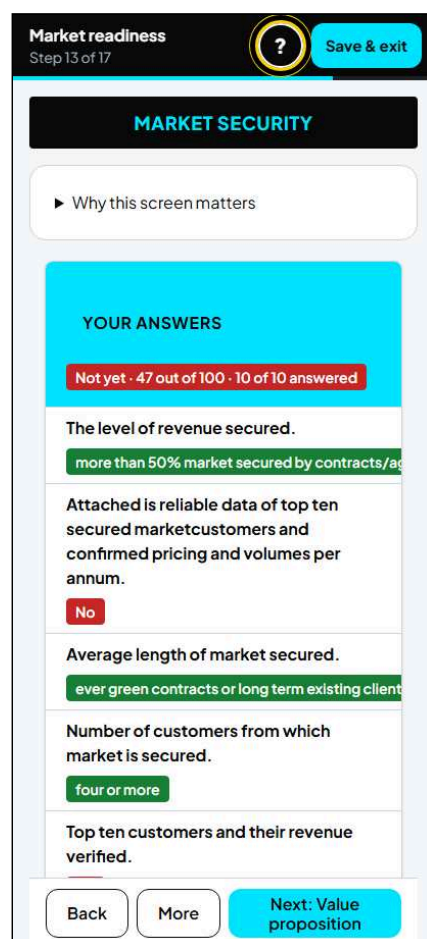
On **Home**, under **Continue**, tap **Market readiness**. It says where you stopped, for example "Step 4 of 17 · Operations and technical resources".



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Help for this screen

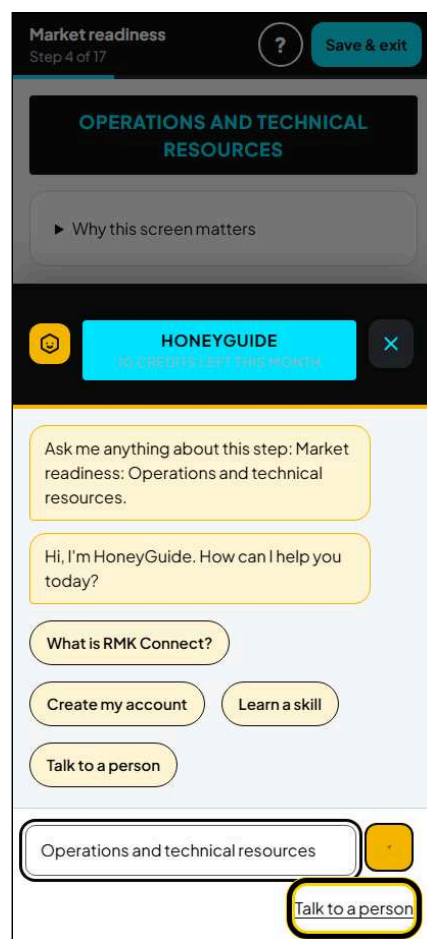
Tap **?** at the top of any screen.



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HoneyGuide

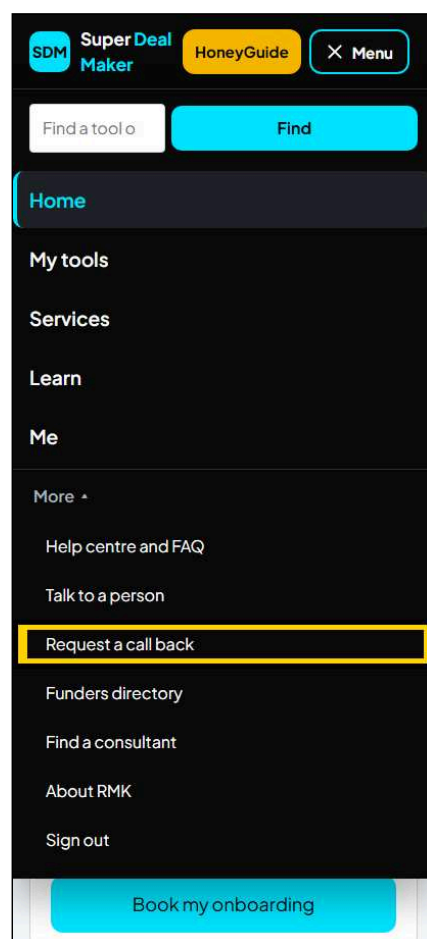
HoneyGuide, the RMK assistant, opens over the screen and already knows which step you are on. Type your question, or tap **Talk to a person**. Tap **X** to close it.



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Get help from a person

Tap **Menu**, then **More: Talk to a person** (WhatsApp) or **Request a call back**. Many pages also have **Stuck? Talk to a person** and **Request a call back** at the bottom.



61

Ask us to phone you

Choose what the call is about, tap **Next**, and follow the short steps. Someone from RMK will phone you. It is free.

Request a call back
Step 1 of 3

WHAT IS THE CALL ABOUT?

Someone from RMK will phone you. It is free.

Choose one

☐ My account or signing in

☐ Learning and courses

☐ My business and the business tools

☐ Shopping and orders

☐ A payment or an invoice

☐ Something else

In a few words (if you chose "Something else")

Stop now and carry on later

- Tap **Save your answers** first, then **Save & exit** at the top of the screen.
- Next time, on **Home** under **Continue** tap **Market readiness**. Or open **Menu**, **My tools**, **Market readiness**, and tap **Continue where you left off** or an area.
- Your market readiness page shows each area with "n of m answered": open the ones not yet answered.
- The project plan works the same way: **Save & exit** at the top; next time on your market readiness page tap **Market readiness project plan**.

How to download

- Market readiness report: on your result page tap **More**, then **Download my report**. Or open the report and tap **Download Report** (Standard and up). About 3 seconds, 9 pages.
- Guide for one screen: on that screen tap **Download the ... handbook (PDF)** (everybody).
- Project plan: on your project home tap **Download Project Plan**, or **See my project plan** and then **Download** (Standard and up). About 4 seconds, 14 pages.
- Free account: you see your score and report on screen; to download you see a note that it is part of Standard.
- You can download up to 10 documents a day. After that a page says to come back tomorrow.

If something goes wrong

- "Something went wrong on our side": tap **Go back**, check your last answers and save again. If it happens again, ask us to phone you.
- Your answer is not in the list (for example a municipal licence or a start-up cost below R250 000): choose the closest answer and write the real one in the comment box.
- A screen says "0 out of 100" although you answered: some screens count only when the document is uploaded. Read the line "Scored 0 until this is fixed" and upload that document.
- Your answers look empty after you start the project plan, or a screen shows "Your answers" twice: ask us to phone you. Do not answer everything again; RMK can fix it.
- A project risk will not save: choose the area, impact, likelihood, ranking and action, then tap Confirm.
- "Finish my project plan" says a part is not ready: open that part, check every row, tick **This is correct** and tap **Confirm**.

How to ask for help

- Tap **?** at the top of any screen for help on that screen (HoneyGuide).
- Tap **Menu**, then **More: Talk to a person** on WhatsApp, or **Request a call back** (free).
- On many pages: **Stuck? Talk to a person** and **Request a call back**.
- With Standard: your RMK consultant helps you in the onboarding session and the monthly group session.