



Small and Medium sized Enterprises
Association of Zimbabwe

SME Association of Zimbabwe
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LOCAL LEGENDS – APPLICATION FORM

GENERAL INFORMATION	
1. Name of company	
2. Founding date/years in business	
3. Form of registration/Reg.n number	
4. Shareholding structure	
DESCRIPTION OF PRODUCTS	
5. What are your key products?	
6. What local value addition does your company do?	
7. Do your products contribute towards export enhancement or import substitution?	
FINANCIAL DETAILS	
8. Monthly management accounts available (income statement, balance sheet)? (Yes/No)	
9. Consistent banking and record-keeping? (Yes/No)	
10. Do you make use of a business plan in running your business? (Yes/No)	
REGULATORY COMPLIANCE	
11. ZIMRA	
12. NSSA	
13. City of Harare	

14. Any other licensing requirement? (State details, and whether compliant)	
MARKETS & MARKETING	
15. Who are your major customers?	
16. Do you regularly seek feedback from your customers, and how?	
17. How do you handle complaints?	
18. Do you have any Joint Ventures, or other working arrangements?	
EMPLOYEES	
19. How many employees do you have?	
20. Nature of contracts (Permanent, temporary, casual. Give overall numbers by each of these three categories)	
21. Do employees participate in ownership/profits? How?	
22. Key personnel (attach CVs)	
MARKET ANALYSIS	
23. Who are your competition?	

24. Industry state (growth/maturity/decline)	
25. What is your competitive advantage?	
SELLING POINTS	
26. Why do you think you should be recognised as a Local Legend?	
27. Where do you see your business going in the next five, ten and fifteen years? Do you have any specific plans for this growth?	
28. Unique selling proposition	
CORPORATE GOVERNANCE	
29. Do you have a board of directors/advisors?(Yes/No). If so, please state names.	
30. Do you use external consultants in your business?	
31. Do you have external auditors? If so, who?	
32. Does your business engage in any form of Corporate Social Responsibility, environment protection or other activity meant to benefit the community?	