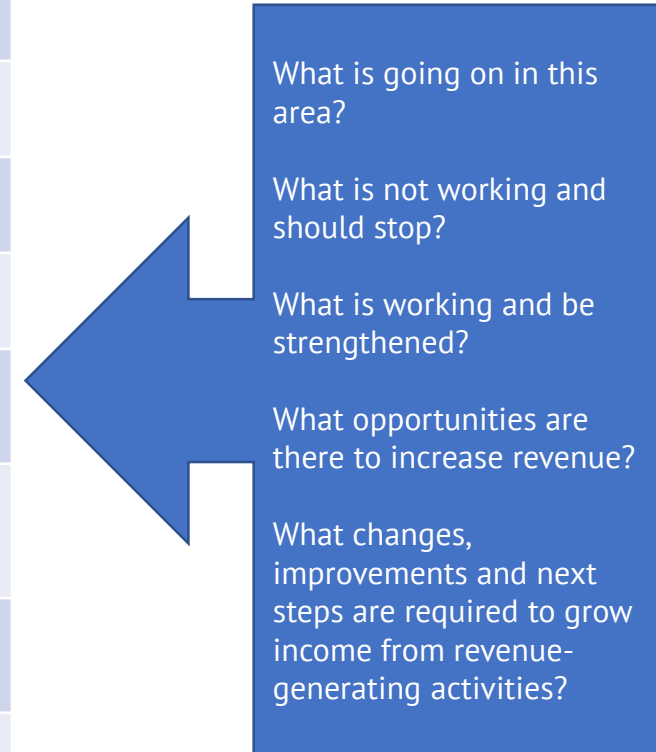


Assessment for Revenue Strategy

When we design a Revenue Strategy (a.k.a. Social Enterprise Strategy) for a non-profit organization in South Africa, we typically start by exploring the areas described below. The answers create the foundation we need to design a suitable strategy. You can read more about the different types of strategies in the link underneath.

Theme	Question
Existing strategy	Which strategies or plans describe how your organization should generate revenue or setup businesses?
Existing activities	How well are existing revenue generating activities working?
Level of alignment	To what extent must your revenue generating activities be aligned with your core purpose?
Social enterprise assets	What assets (e.g. capabilities, licenses, contracts, buildings, products) can be used to generate further revenue?
Legal structures	Have any additional legal structures been setup to contain revenue-generating or social enterprise activities?
Benchmarks	What lessons can be learned from how similar organizations, in South Africa and elsewhere, are generating revenue?
Commercialization of existing services	To what extent can existing goods or services be commercialized or made more profitable?
Exploration of business ideas	What are possible business ideas that should be considered, and how feasible, viable and significant is each?



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