

# Read this **first**

This book **does not promise easy money**. Nobody honest can promise that. What it gives you is a **method** and **real numbers** to start a small business with little money, without wasting the little you have.

- **20 businesses** that work in South Africa, each with a starter kit, the cost per unit, the selling price and the profit.
- **Reference prices** from Gauteng (October 2026). Prices change and differ between areas: always check where you live.
- Profit examples say **"if you sell X a day"**. They are not guarantees: they depend on your spot, your price and your effort.
- Many small businesses fail because they start too big. Here you start **small**, test for **7 days**, and only then invest more.

## How to use this book

- Part 1** The method: choose, test, price, sell and look after the money. Read it all before you choose.
- Part 2** The 20 businesses. Pick 2 or 3 that suit you and read those carefully.
- Part 3** The 30-day plan and printable worksheets (choosing, pricing and a daily log).
- Bonus** The Excel calculator does the maths for you: cost, profit per day and per month.

✓ The most important rule: **sell before you buy a lot**. If nobody buys 20, don't buy stock for 200.



## BUSINESS 1

# Vetkoek (amagwinya) with fillings

To start: ~R715

Time: Early morning, 3–4 h

Skill: Basic

**Who buys:** Workers, learners, taxi drivers and anyone leaving home early. Best near taxi ranks, construction sites, schools and factories.

## Starter kit

- Cake flour 2.5 kg, yeast, sugar, salt — **R90**
- Cooking oil 2 L — **R75**
- Fillings for the first batch (mince, polony, atchar, jam) — **R160**
- Deep pot (if you don't have one) — **R200**
- Packets and serviettes — **R40**
- Cooler box to keep them warm — **R150**
- **Total to start: R715**

## Numbers per unit

COST

**R6**

SELLING PRICE

**R15**

PROFIT

**R9**

1 vetkoek with filling

You earn back your start-up money after selling about **80 units**.

## Example month

If you sell 40 a day, 22 days a month: about R7,920 profit a month.

These are example numbers, not a promise: your results depend on your spot, your price and your effort.

## How to sell

- Be at the same spot at the same time every morning: regulars come back when they know where you are.
- Offer a combo: vetkoek + tea or cold drink.
- Take orders from a site manager or office for 20 every morning.

## Your first week

1. Day 1–2: make 20 and give 5 away to taste.
2. Day 3–5: sell at one spot and write down what is left at 9am.
3. Day 6–7: change one thing (filling, spot, time) and compare.

 **Be careful:** Hot oil burns: keep children away. Change the oil often, keep mince cold and covered.

 **Tip:** Plain vetkoek costs less to make; fillings are where the profit is.

## Worksheet 2 • Cost and price

| Item                                  | Amount (R) |
|---------------------------------------|------------|
| Ingredients / materials for the batch |            |
| Packaging                             |            |
| Gas, transport, other                 |            |
| + 10% for waste                       |            |
| <b>Batch total</b>                    |            |
| Number of units in the batch          |            |
| <b>Cost per unit</b> (total ÷ units)  |            |
| What others charge                    |            |
| <b>My price</b>                       |            |
| <b>Profit per unit</b> (price – cost) |            |
| How many do I sell a day?             |            |
| <b>Profit per day</b>                 |            |