



## ISIZULU GLOSSARY

Accessible	Xa into oyithengisayo okanye umsebenzi wakho ufikeleleka, oko kuthetha ukuba abathengi banokufikelela ngokulula kwaye bayisebenzise.
Adoption	Ukwamkela kulpaho abathengi beva kwaye baqale ukusebenzisa kunye nokuhlawulela into oyithengisayo okanye umsebenzi wakho.
Affordable	Ukuba into oyithengisayo okanye umsebenzi wakho awubizi, oko kuthetha ukuba iyafikeleleka okanye ayibizi mali ininzi kulowo ufuna ukuthenga.
Alternatives	Enye into enokwenzeka okanye enye indlela yokusombulula ingxaki yomthengi
Asset	Iiasethi(Assets) zeshishini zizinto zexabiso ezeshishini lakho, elizenzayo okanye ezenza inzuzo kuzo. Ziyahluka ukusuka kwimali, ukubonelela kunye nesitokhwe, ukuya kwizinto zeofisi, izakhiwo kunye nobutyebi benqondo.
Breakeven	ibonisa xa iindleko kunye nengeniso zilingana kwaye akukho nzuzo okanye ilahleko
Business canvas	Lena yindlela yolawulo lobuchule sokuchaza ngendlela elula kunye nokubonisa umbono weshishini okanye injongo

Business Model	Imodeli yeshishini ngumkhomba'ndlela wenkampani ukwenzela ishishini elinenzuzo. Zicacisa iinkcukacha ezinje ngezinto ozithengisayo okanye umsebenzi welishishini, imibono ebalulekileyo ngabathengi bakho, kunye nazo naziphi na iindleko ezilindelweyo. Kubalulekile ucacelwe zezinto ezimbini kwishishini lakho, ukuxhathisa kwexabiso lokuthengisa kunye nexabiso lokuthenga.
Business offering	Umsebenzi weshishini ubhekisa kwinto ezakuthengiswa okanye umsebenzi ozakwenziwa uthengiswa lishishini lakho kwabanye
Business operations	Oku kuthetha imisebenzi amashishini abandakanyeka kuyo yonke imihla ukunyusa ixabiso leshishini kunye nokwenza inzuzo.
Business opportunity	Ukuba kukho iqela labantu okanye amashishini ahlangebazana nengxaki, axhalabile ngale ngxaki, kwaye azimiseleyo ukuyihlawulela ukuze isonjululwe, eli lithuba loshishino.
Business resource	Ezi zizinto ezisekela kunye ezinegalelo kwinkqubo yokwakha indela yoshishino
Business value	Eli lixabiso lokubaluleka komsebenzi kunye nezibonelelo zezinto ezifunyanwa ngabathengi xa behlawula ixabiso lokuthenga.
Competition	Ukhuphiswano lwamashishini lukhuphiswano phakathi kweenkampani ezithengisa izinto ezifanayo okanye ezijonge ukuthengisela abantu abandawonye ngenjongo yokuzonyusela ingeniso, kwaye baziwe ngakumbi xa kuthelekiswa nabanye.

Competitive advantage	Ukhuphiswano lwenzuzo luthetha izinto ezivumela inkampani ukuba yenze umsebenzi okanye izinto ezithengiswayo ezingcono okanye ezingabizi kakhulu kunabanye. Ezi zinto zivumela ishishini ukuba livelise ukuthengisa ngakumbi okanye amanqaku aphezulu xa kuthelekiswa nabantu abakhuphisana nabo.
Competitor Analysis	Ukujonga abo ukhuphisana nabo kwaye uvavanye iindlela zokusebenza zabo ukumisela namandla abo kunye nobuthathaka babo ngokumiselana neze zeshishini lakho
Complementary good	Inzuzo ehambelana nayo isetyenziswa ngokudibeneyo nenye into elungileyo okanye esebnzayo. Ezi nzuzo zinokuba nexabiso elincinci ngaphandle kokuncedwa.
Cost	imali emayihlawulwe okanye esetyenziselwa ukuthenga okanye ukufumana into.
Cost of Sales	kuthetha iindleko ngqo zokuvelisa iimpahla ezithengiswe yinkampani.
Customer	Umthengi ngumntu okanye yinkampani efumana, isebenzisa okanye ethenga impahla okanye umsebenzi weshishini lakho
Customer need	Esi sisizathu sokuba umthengi athenge impahla okanye umsebenzi kwishishini
Customer problems	Inkcazo eneenkcukacha yengxaki ejongene nabathengi beshishini

Customer validation	Ukuqinisekiswa kwabaThengi yindlela apho kuqokelelwa ulwazi kunye nengxelo evela kubathengi bakho okanye kubathengi abanokubakho. Injongo kukufumanisa ukuba impahla oyithengisayo okanye isisombululo sakho siyayisombulula na ingxaki, nokuba ngaba sikhona isidingo kunye nomnqweno wokuhlawulela impahla okanye umsebenzi wakho. Ukuqinisekiswa kwabaThengi kufuneka kukunike ukuqonda okungcono ngomthengi wakho, kwaye kukuvumele ukuba wenze uhlehlengiso kwimpahla oyithengisayo okanye kumsebenzi wakho ukuqinisekisa ukuba iyahlangabezana neemfuno zomthengi wakho
Direct sales model	Kumodeli yokuthengisa eqondile, ibhizinisi lithengisa imikhiqizo yalo ngobuningi kubasabalalisi nasezitolo esikhundleni sokuthengisa ngqo kubathengi.
Diverse	Ukubandakanywa kwabantu abavela kwimvelaphi eyahlukeneyo ngokwasentlalweni nangokwesini esahlukileyo, ngokwebala elhlukileyo, inkanuko yesini, njl.
Feedback	Impendulo yomsebenzi womnye umntu malunga nempahla okanye nomsebenzi wabo. Ingxelo yabathengi inokuba yinto elungileyo okanye engalunganga, kodwa kufanele ukuba ikhuthazwe kwishishini ukuba lifunde kwaye liphucule.
Gross Profit	Inzuzo iyonke eyenziwe yinkampani emva kokuthabatha iindleko ezinxulumene nokwenza kunye nokuthengisa impahla zayo, okanye iindleko ezinxulumene nokubonelela umsebenzi owenziwayo.
Idea	uluvo okanye icebo lokuba ungenza njani
Income	Inzuzo yimali efunyanwa rhoqo, ngomsebenzi okanye utyalo-mali.
Market need	Kuxa kukho imfuno okanye umnqweno ovela kubathengi wempahla okanye womsebenzi, ngezizathu ezibonakalayo ne ezivakalayo. Esona sizathu siphambili sokungaphumeleli kweshishini kukuba akukho sidingo se'mphala okanye womsebenzi wabo.

Marketing channel	Ijelo lentengiso linabantu, imibutho, kunye nemisebenzi efunekayo yokuhambisa ubunini beempahla ukusuka kwindawo yemveliso ukuya kwindawo yokusebenzisa.
Market validation	Ukuqinisekiswa kwemakethe kuyinqubo yokwethula umqondo womkhiqizo emakethe yawo ebhekiswe kuyo futhi ufunde kulabo bathengi ukuthi ngabe umbono lowo ufanele ukulandela noma cha. Le nqubo ivame ukwenzeka kusenesikhathi esigabeni sokukhulelwa, ngaphambi kokuba kwenziwe noma yikuphi ukutshalwa kwezimali okuphawulekayo ekuthuthukiseni umkhiqizo.
Minimum Viable Product (MVP)	Umkhiqizo osebenzayo ophantsi (i-MVP) inguqulo yomkhiqizo noma isevisi enezici ezanele ezisebenziseka kumakhasimende akuqala ezinganikeza impendulo ngokuthuthuka komkhiqizo wesikhathi esizayo.
Monthly income	umvuzo wakho wenyanga yonke
Overhead costs	Kubhekisa kwiindleko eziqhubekayo zokuqhuba ishishini kodwa azibandakanyi iindleko ngqo ezinxulumene nokkuthengwa kwe mpahla okanye ezokusebenza. umz. iintengiso, i-inshurensi kunye nerente
Partnerships	Ubambiswano budla ngokuba bubudlelwane obusemthethweni apho abantu ababini okanye ngaphezulu okanye amashishini asebenza kunye. Amaqela athatha inxaxheba yokusebenzisana, nokwabelana ngolwazi, ngomvuzo, kunye noxanduva.
Pathway	Yenye indlela yamajelo entengiso. Olu luhlobo ishishini elisebenzisayo ukufikelela kubathengi babo kwaye libaxelele ngempahla okanye ngomsebenzi wabo.
Problem	Imeko ethathwa njengengamkelekanga okanye enobungozi kwaye efuna isombululo. Lonke ishishini lisombulula ingxaki.
Problem solving	Indlela yokufumana izisombululo kwingxaki ezinzima
Problem Statement	Inkcazo emfutshane yengxaki le projekthi ifuna ukuyilungisa. Ingxelo yengxaki ijonga imeko yangoku, imeko yomnqweno wexesha elizayo kunye naziphi na izithuba phakathi kwezi zibini.

Product	Into evelisiweyo okanye eyenziweyo ethengiswayo. Nje ukuba into ithengisiwa inokuthathwa, ibuyiselwe endaweni kwaye ingatshintshwa.
Profit	ukuzuza kwezemali, ngakumbi umahluko phakathi kwexabiso lezinto ozifumeneyo kunye nemali echithwe ukuthenga, ukusebenza, okanye ukuvelisa into ethile.
Sale	utshintshiselwano lwemali; isenzo sokuthengisa into.
Service	Umsebenzi owenzelwa abathengi (umntu ngamnye okanye ishishini) ngumntu okanye liqela. Lomsebenzi ayonto ibambekayo, into ethetha ukuba ayinabukho obubonakalayo ngenyama, ngumsenzi owenziwa ngokwesizathu.
Solution	Eli linyathelo okanye indlela yokusombulula ingxaki
Solution statement	Inkcazo emfutshane yokuba ishishini liyisombulula njani ingxaki kwaye yenzelwe bani. Ingxelo yesisombululo inceda abanye ukuba baqonde ukuba ngoobani abathengi babo kwaye kubaluleke kangakanani kubo.
Strengths	Amandla achaza ukuba lo mbutho uphezu kwantoni kwaye yintoni eyahlule ukhuphiswano
Target customers	Oku kubhekisa kwiqela labathengi abanokubakho xa inkampani ifuna ukuthengisa iimpahla zayo kunye nomsebenzi wayo.
Tools	Isixhobo' into esetyenziswayo ukwenza into okanye ukufeza umsebenzi. Isixhobo sinokuba sisixhobo esibonakalayo nje ngezinto ze ofisi, i-fowuna okanye ilaptop, okanye umzekelo itemplate yespredishithi, iwebsite okanye isiqwenga sesoftware. "