



## ISIXHOSA GLOSSARY

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| 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  |

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| 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 ahlangebezana 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 komsembezi 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.  |

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| 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 yinqubo apho uqokelela ulwazi kunye nengxelo evela kubathengi bakho ukumisela ukuba kukho isidingo kunye nomnqweno wokuhlawulela imveliso okanye inkonzo. Ukuqinisekiswa kwabaThengi kufuneka kukunike ukuqonda okungcono kumthengi wakho, kwaye kukuvumele ukuba wenze uhlehlengiso kwimveliso okanye kwinkonzo yakho ukuqinisekisa ukuba iyahlangabezana neemfuno zomthengi wakho. Ngelixa ukuqinisekiswa kwemakethi kusenzeka |

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|                    | ukuqinisekisa umba, ukuqinisekiswa kwabathengi ukungqinisisa imveliso yokwenyani okanye inkonzo (ihlala i-MVP)  |
| Direct sales model | Kwimodeli yokuthengisa ngokuthe ngqo, iziko lithengisa iimveliso zalo ngobuninzi kubasasazi nakwiivenkile endaweni yokuthengisa ngokuthe 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.  |

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| Market validation            | Ukuqinisekiswa kweNtengiso yinqubo yokwazisa umxholo wemveliso kwintengiso ekujoliswe kuyo kunye nokufunda kwabo bathengi ukuba ingaba umbono ulufanele ukulandela okanye hayi. Le nqubo ihlala yenzeka kwangethuba kwinqanaba lokukhulelwa, ngaphambi kokuba kwenziwe naluphi na utyalo-mali olubalulekileyo kuphuhliso lwemveliso. |
| Minimum Viable Product (MVP) | Imveliso yokusebenza ephantsi (i-MVP) yimveliso okanye inguqulelo yenkonzo eneempawu ezineleyo eziluncedo kubathengi bokuqala abanokubonelela ngengxelo kuphuhliso lweemveliso ezizayo.  |
| 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 njengamkelekanga 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.   |

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| 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. " |

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| User       | Umntu osebenzisa okanye ozuza izibonelelo ezivela kwi'mapahla okanye ngomsebenzi wakho   |
| Weaknesses | Ubuthathaka buchazwa njengokunqongophala kwamandla okanye impazamo yomlinganiswa (umphathi we shishini). Ubuthathaka benkampani yiyo nayiphi na into okanye indlela yokusebenza edingwa lishishini lakho, ukuze iphumelele. Ubuthathaka bumisela umda kwinkampani yakho ukufikelela kubukho bayo ngokupheleleyo. |