

# Business Plan Considerations for a Small Scale Mining Operation

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## Abstract

A business plan is a written document describing a company's core business activities, objectives, and how they plan to achieve their goals. Start-up companies like Zvicherwa Pvt Ltd, a gold mining company, in this case use business plans to get off the ground and attract outside investors. The Zvicherwa business plan includes: an executive summary, mission and vision, products and services, marketing strategy and SWOT analysis considering threats such as COVID 19, financial planning, and a budget. A total investment of USD 250, 000, 000.00 is required to kick-start Zvicherwa Pvt Ltd with a projected production of 200 000 ounces of gold over 20 years.

## Keywords

Business plan consideration, SWOT, total investment

## Biographies

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