

Give a description of yourself and your business experience Show that you have the experience and qualifications to manage the business.

Description of your business idea, product or service Use anything that can provide a good description of your product, e.g. photo's, samples, etc.



Aims What do you hope to achieve in the business? Apart from money, how will you measure the success of your business in a few years time?

Market Research What research have you carried out on the business and the potential markets? What research do you intend to carry out?



Customers Where are they from? Have the numbers increased over past years? What research have you done?

Competitors Provide a very good analysis of who your main competitors are.



Marketing How will you promote or market your business? Show where you will market your business and how much, if any, you will spend.

Employment How many will you employ and what will they do? Show the present and future employment opportunities within your business.

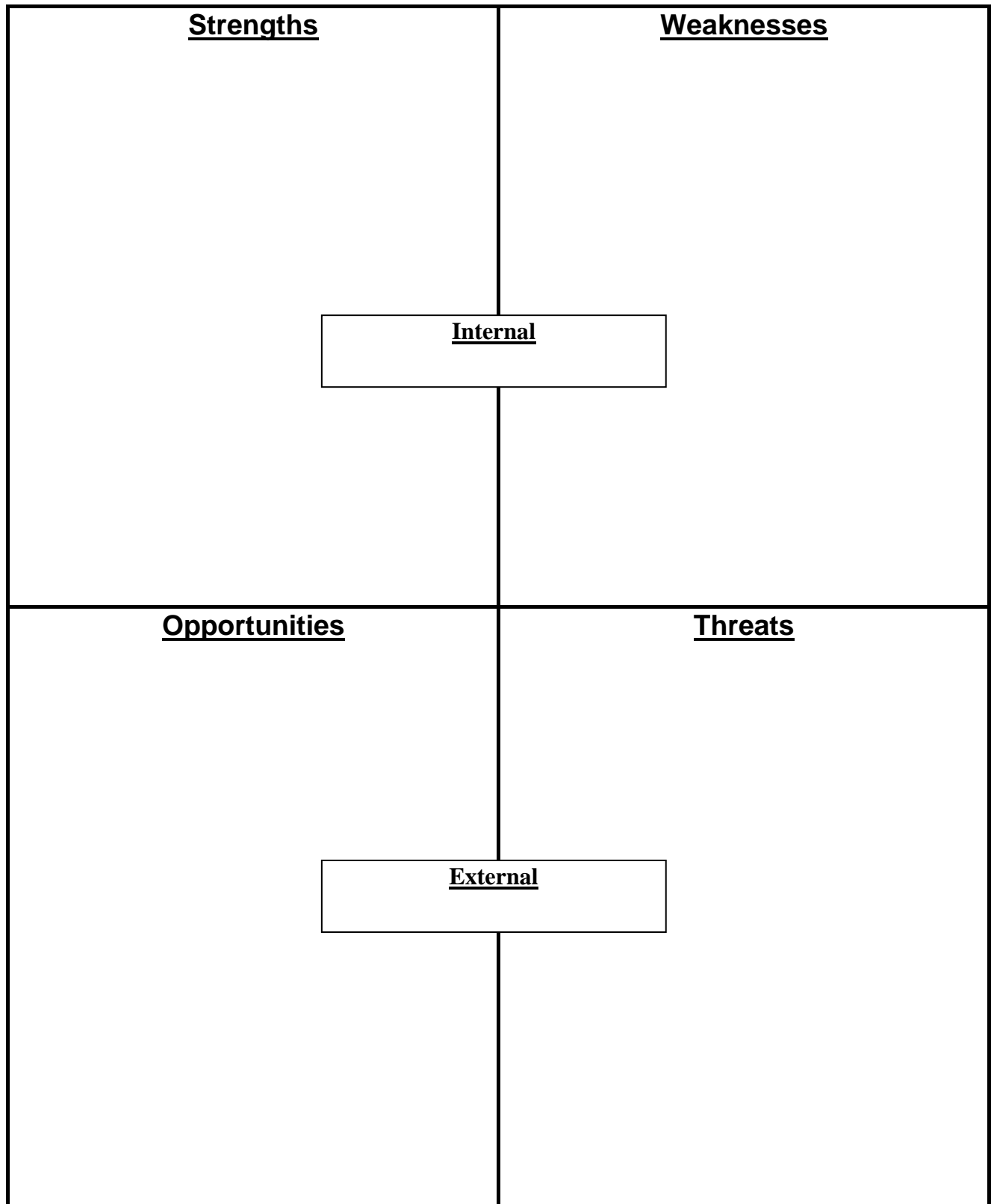


Development Costs How much will it cost to develop or establish your business? How much will be spent on premises, equipment, fixtures & fitting? Do not put in day-to-day running costs here because they will be covered in the projections.

Sources of Funds Where will you get the money for the development costs of the business? How much will come from grants, your own funds or bank loan?



SWOT Summary



Appendices

Give additional information which will be of use in the Appendices. This will include:

- ❑ Financial Projections. Three-year projections for your Income and Expenditure in the day-to-day running of the business.
- ❑ CV's of Promoters.
- ❑ Copy of planning permission and fire safety certificate if appropriate.
- ❑ Copy of insurance certificate and tax clearance certificate if appropriate.
- ❑ Business Details. Solicitor, accountant, tax number, etc.

