

DRAFT BUSINESS PLAN

INFORMATION REQUIRED

To present a Business Plan in respect of your business, information will be needed on the following ... as a minimum ...

- details about you, the Promoter(s) ... your background, skills and other business involvements?
- what succession arrangements have you in place?
- what company structure will you use?
- what is the new product or service?
- who are the customers likely to be?
- who are the competitors likely to be?
- how will the new product or service be promoted and distributed?
- how will you make your new business an ebusiness?
- how much it will cost in Year 1 to get up and running ... the cost of premises, equipment, employees, marketing and working capital?
- how many and when will any additional jobs be created?
- how will those costs be financed?
- if the project involves an investment of over €20,000, a projected balance sheet, profit & loss account and cashflow projection for each of the first three years will be required, and
- what grants or assistance have already been received or applied for or will be applied for?

If you want, you may present that information in a different format. For instance, if you have already sent your Proposal to a bank or another agency or group, that may well do as a Business Plan.

PROMOTER(S)

Please give your name(s), address, e-mail address, phone numbers, fax number.

PROMOTER'S BACKGROUND

Please give a brief outline of your employment history and qualifications. Do you have the necessary skills to make a success of this new business?

SUCCESSION / FUTURE OWNERSHIP

In the event of your retirement sooner than planned, or in the event of an accident or your sudden incapacity, who will succeed you in your role? Is he / she capable of running the new business?

EXISTING COMPANY OR BUSINESS

If you are or have been involved in an existing business(es), please give details of this (these), including annual turnover figures and the number and details of employees.

If you are or have been involved in an existing business, please attach the most recent set of audited accounts with this Plan.

(NEW) COMPANY NAME – if applicable

What company structure do you intend to use – limited company, partnership or sole trader?

Please give the name or the proposed name of your (new) company.

DESCRIPTION OF NEW PRODUCT OR SERVICE

Please describe in detail the new product or service you will be selling.

If you have a brochure or any other documentation on the new product or service, please include it with this Plan.

CUSTOMERS

Who will buy the new product or service? What is the size of the market for the new product or service? How much will you sell? What evidence is there for this? What market research have you carried out?

COMPETITORS

Is your new product or service already available? If yes, please list your competitors.

MARKETING

How will you market (and distribute) your new product or service?

How do you propose to use the Internet to make your business an ebusiness?

PREMISES

From what premises will you operate the new business?

Do you own those premises? If not, who is the owner? What are the leasing / rent arrangements?

Do the premises need to be revamped to facilitate the new project or service? How much will that cost?

EQUIPMENT

Do you require additional equipment or machinery? If yes, please give the cost of that equipment. Also, how does cost compare to hiring the item, if applicable?

EMPLOYMENT

How many additional employees will it be necessary to employ directly on the new product or service? What jobs will they be doing and what are their likely start dates?

TOTAL START-UP COSTS

How much will it cost to get the project up and running? How much working capital is required? It is of the utmost importance that this Plan includes a detailed and very full list of ALL the costs that will arise in Year 1.

FINANCE

Where do you intend to get the finance for those start-up costs?

How do you propose to do your business paper work – issuing Invoices, doing Bank Reconciliation, paying Wages?

If the project involves an investment of over €20,000, please attach a Projected Balance Sheet, Profit & Loss Account and Cashflow Projections for each of the first three years.

ACCOUNTANT / BANK / SOLICITOR

Please give the name and address of your Accountant.

Please give the name and address of your Bank.

Please give the name and address of your Solicitor.

In assessing this Plan / Proposal, potential investors (including your lending agency) may contact any or all of the above.

DECLARATION

I / We hereby declare that, to the best of my / our knowledge, all of the above information is true.

Signed:

Date:
