

# PROPEL Application

1. Company Application Details	Provide as much information as possible by typing into the space provided.
Company/Business Name	
Address	
Contact Person	
Phone	
E-Mail	
Website	

Please provide details of the primary point of contact in your organisation who will be responsible for the Propel Programme, should you be successful	
Name	
Job Title	
Phone Number	
E-Mail	

2. Financial Overview	Total Turnover €	Percentage of turnover derived from exports	Operating profit margin	Full-time Equivalent Staff	
				Management	Operations
Actual 2016					
Actual 2017					
Actual 2018 (Estimated)					
Projected 2019					
Projected 2020					

What finance related challenges are you experiencing/expect to experience over the next 12 months?

Please describe the roles of the staff responsible for finance in your organisation? (e.g. Business Owner, CFO, Finance Director etc.)

### 3. Business Overview

Provide as much information as possible by typing into the space provided

Establishment Date

Brief business history and background: ownership, key business milestones: product launches/ awards/ listings, etc.

Please list the key stakeholders to your business (suppliers, customers etc.)

Describe your vision for how your business will have changed by 2020?

Do you have a strategy to achieve your vision?

Yes

No

Do you have KPIs against which you measure how your business performs?

Yes

No

*If so please list the KPIs you use*

What are your top 3 goals over the next 24 months?

- 1.
- 2.
- 3.

What are your business's strengths?

What are your business's weaknesses?

What opportunities exist for your business?

Potential threats to your business?

Please provide details of any improvement projects you have undertaken in the last two years (capital investment, process improvement, new product development etc.)

4. Product Overview	Provide as much information as possible by typing into the space provided
What are your products? Brief description: pack sizes, positioning (premium/ budget, etc.)	
What is unique or innovative about your products, your marketing or your production process?	
What quality standards are in place? For example, HACCP, BRC	
Are you registered for the Bord Bia Origin Green programme?	
Do you produce any own label products (for example, Super Valu Signature Taste Range) or brands for third parties? If so, for whom and since when?	
Do you outsource your production? If so, to whom and since when?	
What are the key processes involved in producing and marketing your product?	

Declaration of Commitment	The declaration of commitment should be signed by the Managing Director/Chief Executive Officer
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This application is intended to act as a formal commitment by \_\_\_\_\_ to actively participate in the Propel Management Development Programme if selected to do so. I, \_\_\_\_\_ understand that participation in this programme will require that I and/or the relevant staff in my organisation make themselves available to support the Propel Management Development Programme project team as required to do so.

Signed:		Date:		Title:	
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**Please note: Applicants will be invited to interview to secure their place on the programme**