Logo, company name

Description automatically generated

**Application for Capital Processing Grant under the Brexit Adjustment Reserve**

**BUSINESS PLAN**

This part of the application is used to summarise the company’s business plan and to give the context for the proposed project.

|  |  |
| --- | --- |
| **Company Name** |  |
| **Project Name** |  |

# Company Profile & PROJECT OVERVIEW

## Company Overview

Briefly outline company history and summarise your current product/service and key markets. [MAX 20 LINES]

(Provide a brief description of the business: You might include details such as a Brief History; Goals, and overall strategy; Business Owner’s expectations/long-term goals with key timeframes)

**1.2 PROJECT OVERVIEW**

This summary of the proposed project should cover the business reasons for taking on the project and the link to the company’s strategy as outlined in Section 1.1. (MAX 20 LINES)

# Business Strategy

## Key Strategic plan

Briefly define the business strategy of the company over the next 3 years? [MAX 15 LINES]

## Sales and Marketing

Briefly describe your Sales and Marketing model using the following prompts [MAX 30 LINES]

* What are your key markets? What is your route to market?
* What channels (e.g. foodservice, retail, b2b, commodity etc) do you use to bring your product/service to your customers and markets?
* Insert the top 3 markets (either domestic or export) that you consider are your priority markets each year and indicate what % of your total sales will be to these markets.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | This Year | | Next Year | | 2 years from now | |
| Priority | Market Name\* | % Total Sales | Market Name\* | % Total Sales | Market Name\* | % Total Sales |
| 1. |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |
|  | Other |  | Other |  | Other |  |
| TOTAL |  | 100% |  | 100% |  | 100% |

\*The market name could be “Domestic Market” or the name of a country to which you are exporting

## Management

Briefly describe the Company Management using the following prompts [MAX 15 LINES]

* Outline the current management structure.
* What are the key skills and track record of the management team and advisers?
* Do you need to create new management role(s) within the senior team to enable delivery of your strategy?

## 2.4 Issues /Risks

What are the key issues / risks the business faces and what actions are you taking or proposing to take to address these issues / risks?

|  |  |
| --- | --- |
| Key Issues / Risks for the business | Proposed Actions (including those not addressed in this plan) |
|  |  |
|  |  |
|  |  |
|  |  |

# Finance

## Historic and Projected Financials \*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Items / Period | 2019 | 2020 | 2021 | 2022 | 2023 |
| Sales (€000’s) Turnover? |  |  |  |  |  |
| Exports (€000’s) |  |  |  |  |  |
| Gross Profit (€000’s) |  |  |  |  |  |
| NPD / R&D spend\* (€000’s) applicants likely to be unable to provide (\*note: tax credit on R&D spend) |  |  |  |  |  |
| Net Profit (€000’s) |  |  |  |  |  |
|  | | | | | |
| Net Assets / Shareholder Funds (€000’s) |  |  |  |  |  |
|  | | | | | |
| Total Employment  (# FTE[[1]](#footnote-1)’s) |  |  |  |  |  |

\*These can be provided for the calendar year or the applicant’s financial year, where that is not the calendar year

1. FTE: Full Time Equivalent [↑](#footnote-ref-1)