Logo, company name

Description automatically generated

**Application for the Brexit Blue Economy Enterprise Development Scheme**

**A Community Led Local Development initiative 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

|  |  |
| --- | --- |
| Registered Company Name |  |
| Trading Name if different |  |
| Company Registration Number |  |
| Year of incorporation |  |
| How long has the company been generating sales before the date of this application? |  |
| Company Business Address |  |
| Company Web Address |  |
| Principal Business of the company |  |

**Contact details**

|  |  |
| --- | --- |
| Contact Name |  |
| Contact Job Title |  |
| Contact Email Address |  |
| Contact Phone number |  |

For Grant aid Amounts of up to **€49,999** please fill in sections **1,2 & 3 only**

For Grant aid Amounts of **€50,000 and above**, please fill in **all sections**

# 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)

Briefly outline

|  |  |
| --- | --- |
| What does your Company do? |  |
|  |  |
| Brief history of your company; how did you start. |  |
|  |  |
| What are hoping to achieve with this funding. |  |
|  |  |
| How long will it take to achieve these goals |  |
|  |  |
| What is the long term objective and how long will that take. |  |

**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) using the following prompts

What is the project /equipment that you are applying for.

What difference will it make to you, your business/ enterprise.

Will it save money. If so how.

Will it increase production. If so by how much and over what period.

Will it create any additional employment or will it maintain employment.

# 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 | 2024 |
| 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

**SECTIONS 4 & 5 ARE TO BE COMPLETED FOR APPLICATIONS FOR €50,000 OR MORE OF GRANT AID**

# How have you identified the need for the Project?

**4.1 Market research**

Have you undertaken any of the following (please tick all that apply)

1. Online Poll/Survey
2. Customer Interviews
3. Focus Groups
4. Competitor Analysis
5. Other Research

(Please attach any documentation you have for the selected)

**4.2 Marketing Position**

Please use this section to outline the results of any research you have undertaken to establish there is need for this for this level of investment in your enterprise under the following headings:

1. **Current level of demand for your Service or Product**

(How many current/potential customers? Is demand seasonal?)

1. **List your Competitors**

(How many enterprises do you directly compete with for the same customers?)

1. **Your Current capacity**

(Maximum number of customers/percentage of market you can currently cater to?)

1. **Increase in Capacity OR Reduction in costs due to investment**

(Additional number of customers/percentage of market you can capture as a result of this investment/percentage increase in Net Profit etc.)

**4.3 Marketing and Communications Strategy**

Please set out how you will promote your product or service in the marketplace and how you will differentiate it from its competitors. This should include

* Which segments of the market will be targeted and why? What potential customers have you already targeted?
* How will you differentiate your product or service?
* What key benefits will be highlighted?
* How you will promote your product/service. This may include advertising, direct marketing, website and internet marketing, exhibitions or conferences and/or word of mouth.

[MAX 25 LINES]

# Appropriateness of Scale of investment

Please outline the following:

1. Please explain how you have determined the investment required and what, if any. alternatives to grant aid you have considered?

[MAX 10 LINES]

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