

Student Synergy Awards 2011/12 - The Business Plan

Please answer all sections below to the best of your ability. Please do not exceed 10 pages in total.

SECTION 1 – CONTACT DETAILS

Promoter Details

Name 1 & Team Lead:

Position in the Enterprise:

Faculty & Year (please state if postgraduate student)

Address:

Telephone:

Email:

Name 2:

Position in the Enterprise:

Faculty & Year (please state if postgraduate student)

Email:

Name 3:

Position in the Enterprise:

Faculty & Year (please state if postgraduate student)

Email:

Name 4:

Position in the Enterprise:

Faculty & Year (please state if postgraduate student)

Email:

Name 5:

Position in the Enterprise:

Faculty & Year (please state if postgraduate student)

Email:

College Details:

Name of College:

Address:

Lecturers Name:

Lecturers Tel No & Mobile:

Lecturers Email:

Lecturers Signature:

SECTION 2 – PRODUCT OR SERVICE

– clearly describe what your business does now and in the future.

Product or service (What is the company proposing to do and what problem does it solve? Can you describe the products/services it will offer? How is this different to what is currently available on the market or how does it improve a current product?)

Future plans (Are there plans to develop the product(s) or service(s), or add new product(s) or service(s), in the future? How advanced is the project idea/Business? How much work is required to take the project to the next stage?)

SECTION 3 - MARKETING

Market research (Describe how the market research was carried out and give examples. Describe the market size and number of possible customers)

Customers (who are your customers? How do you know they are interested in your products and their spending behaviours? What are the needs/wants of the customers? What is your unique selling point?)

Market trends or issues. (Describe and trends or key issues or anticipated in the market that may affect the market place)

Competitors (Who are the competitors and what are their strengths and weaknesses?)

Competitor	Strengths	Weaknesses
Competitor 1	•	•
Competitor 2	•	•
Competitor 3	•	•

Promotion (Use the table below to provide details of the promotional plan)

Promotional method	How	When	Cost
			Total

Place/channels of distribution (Describe how you are going to effectively sell product and your Routes to market for example Transportation & logistics, storage etc)

Is there evidence of a real international business opportunity? If so describe

SECTION 4 - INTELLECTUAL PROPERTY

Have you legally protected your Product/Service to date?

Yes / No

If yes please describe:

(Please note that this is not a requirement for rules of entry. The panel just need to ascertain that this is your team's original idea)

Are you aware of any other Patents, trademarks or copyright issues with your product? If so describe

SECTION 5 – PEOPLE

What is the potential for employment in Ireland in this company?

SECTION 6 - FINANCE

Capital costs

Capital items owned	Value £	Capital items required	Value £
Equipment/tools		Equipment/tools	
Fixtures & fittings		Fixtures & fittings	
Vehicle		Vehicle	
Security & safety		Security & safety	
ICT		ICT	
Office Furniture		Office Furniture	
Kitchen		Kitchen	
Total		Total	

Variable costs

Variable costs e.g. stock, materials	Costs per annum
Insert type of variable cost	
Insert type of variable cost	
Insert type of variable cost	
Total variable costs	£

Fixed costs

Fixed costs	£
Rent & rates	
Heat & power	
Tel & internet	
Vehicle expenses	
Advertising & promotion	
Office supplies and postage	
Sundries	
Accountancy & legal	
Insurance	
Sundries	
Staff costs	
Finance charges	
Drawings	
NIC (Class II)	
Other _____	
Other _____	
Other _____	
Total	

Pricing (Detail price make up for product or service)

Sales (Provide the monthly sales projections for the first 12 months of business trading.)

Month	1	2	3	4	5	6	
Sales £							
Month	7	8	9	10	11	12	Total
Sales £							

Sales assumptions (Provide details of the sales assumptions)

Funding (Provide details of how the business will be funded)

Project Costs	€	Sources of Funding	€
		Promoter	
		Family/Friends	
		Banks	
		Venture Capitalists	
		Other:	

Exports - What is the potential for export sales?