



Clare County
Enterprise Board

BUSINESS PLAN



The Clare County Enterprise Board is funded by the Irish Government and part-funded by the European Union under the National Development Plan, 2000 - 2006

CLARE COUNTY ENTERPRISE BOARD

NOTES TO HELP FILL BUSINESS PLAN

INTRODUCTION

This Business Plan has been designed to help you to present your case for funding to the Glare County Enterprise Board. You will be able to answer many of the questions yourself, but you may need help with some parts of the Business Plan. Help is available from the following sources: your Local Bank Manager, your County Enterprise Board, your Accountant or your Business Advisor. Each of the following paragraphs are numbered to correspond with the relevant section of the Business Plan. The notes are intended as a guide only, and cannot necessarily cover every detail of your proposal. You should note, that anyone reading your proposal may ask you to provide additional information.

1. **PERSONAL DETAILS:** Complete as appropriate.
2. **EDUCATION/SKILLS/TRAINING:** Give as much detail as you can of any of the examinations you have passed, the date you obtained them, and the grades you were awarded. Also include details of any training courses you have completed.
3. **WORK EXPERIENCE:** This enables the County Enterprise Board to appreciate the skills and experience you are bringing to your business.
4. **REFERENCES:** It is usual to ask these people you are listing here for their permission before you include their details. One of the people you name should be able to comment on your employment history.
5. **THE BUSINESS IDEA:** Describe your business idea in as much detail as you can e.g. It is not enough to say 'clothing manufacturer. You should give an indication of the type of clothes you plan to make, and whether they are for men, women or children.

If possible, you should include photos/brochures. It may not be possible to send a sample with your plan, but it is advisable to have a sample with you when being interviewed by the County Enterprise Board.
6. **BUSINESS STATUS:** You need to show which structure you are using for your business, most people start as sole traders, but you may have a partner, in which case you need to complete a partnership agreement, or you may wish to set up as a Limited Company, if you expect your business to develop into quite a large business. You should obtain professional advice to help you make this decision.
7. **THE MARKET:** Where do you plan to sell? Your home, town or area, all of Ireland, Republic of Ireland, Britain, Europe, America, etc.
8. **CUSTOMERS:** If you already have customers, give some examples and indicate the level of business you are doing with each. If you do not have customers, give an idea of the kind of customers you hope to have. Attach details of any orders you have, or any letters of intent you have obtained from any prospective customers.
9. **MARKET RESEARCH:** In this section you are asked to give as much detail as you can in response to each question. You will be expected to have researched your market fully. In particular, you should be able to give a realistic estimate of the sales you hope to achieve.
10. **ADVERTISING/PROMOTION:** List all the ways in which you plan to promote your business. You will need to have a budget for this activity.

12. **EQUIPMENT:** List all the major items of equipment you will require. Remember to include all items of equipment when estimating the amount of money you will need to start your business.
13. **SUPPLIERS:** Where will you obtain your raw materials or goods for resale? How much credit, if any, will your suppliers give, or will they insist on cash with each order?
14. **MONEY REQUIRED TO START THE BUSINESS:** You should have considered all the items for which you need money. How much will you spend on purchasing your premises or in carrying out alterations to them? How much will you spend in machinery, equipment, vehicles, fixtures and fittings? What will you spend on set-up costs such as professional fees etc.? How much working capital will you need? This is the money you need to pay for materials, wages and overheads before your customers pay you.
15. **SOURCE OF FUNDS FOR THE BUSINESS:** List here all the ways in which you hope to fund your business. Give the amount of cash you personally have to invest. If you already have machinery or equipment, give its value or cost. Go down all the other sources given and indicate the support you hope to gain or actually have from each. Attach copies of any letter or offer or agreement relating to these sources of finance.
16. **PROJECTED BALANCE SHEET**
17. **PROJECTED TRADING & PROFIT AND LOSS ACCOUNT**
18. **PROJECTED CASH FLOW FORECAST:** It is most likely that you will need assistance to complete these sections. The County Enterprise Board Staff will also provide help on a completely confidential basis to you in completing this section of the form.
19. **BANK/BUILDING SOCIETY/ACCOUNTANT/SOLICITOR/BUSINESS ADVISOR:**
Complete as appropriate

DECLARATION: Please ensure to sign and date the Business Plan.

CLARE COUNTY ENTERPRISE BOARD

1. PERSONAL DETAILS

Title	
First Name	
Surname	
Date of Birth	
Telephone No.	
Fax No.	
E-mail	
Address	

2. EDUCATION/TRAINING

Type of school/College Attended (Please Tick)

Primary Secondary Third Level Other

Qualifications Obtained

3. WORK EXPERIENCE

Company	Job	Date of Employment

4. REFERENCES

Details of two persons (unrelated) who you know well and who may be contacted.

Name:	_____	Name:	_____
Address:	_____	Address:	_____
	_____		_____
	_____		_____

7. THE MARKET

Give details of where you expect to sell your product/service.

8. CUSTOMERS

9. MARKET RESEARCH

WHAT DO YOU KNOW ABOUT THE OVERALL SIZE OF THE MARKET?

WHAT SIZE IS THE MARKET IN YOUR TARGET AREA?

ARE THERE SEASONAL TRENDS?

HAVE YOU ANY INFORMATION ON SPENDING TRENDS FOR YOUR PRODUCT/SERVICE?

WHO ARE YOUR COMPETITORS?

HOW MUCH DO YOU KNOW ABOUT YOUR COMPETITORS BUSINESS?

HOW WILL YOU COMPETE?

WHY WILL PEOPLE BUY FROM YOU?

WHAT RESEARCH (IF ANY) HAVE YOU CARRIED OUT?

NOTE: Please attach any questionnaires, surveys or other forms of market research carried out.

HOW DO YOU PLAN TO OBTAIN SALES?

SALES TARGET YEAR ONE

1st Quarter

2nd Quarter

3rd Quarter

4th Quarter

10. ADVERTISING

Budget Year 1:

Forms of advertising – Details

11. PREMISES

Where will you work from?

15. SOURCE OF FUNDS FOR THE BUSINESS

My Investment in Cash		€
My Investment in Machinery/Equipment		€
Hire Purchase		€
Loans	e.g. Bank Loans	€
	Other Loans	€
Grants	S.F.A.D.Co.	€
	Leader	€
	FAS	€
	Other (Specify)	€
Total		€

16.PROJECTED BALANCE SHEET

FIXED ASSETS

	Cost	Depreciation	Net Value
Premises	€	€	€
Machinery/equipment	€	€	€
Vehicles	€	€	€
Total	€	€	€

CURRENT ASSETS

	Cost
Stock	€
Debtors	€
Cash	€
Total	€

Total Net Assets	€
Financed By	€
Capital	€
Other e.g. Grants	€
Profit & Loss a/c	€
Total	€

17. PROJECTED TRADING PROFIT AND LOSS ACCOUNT

12 Months Ending	
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(A) Sales

Opening Stock	€	€
Plus Material Purchased	€	€
Less Closing Stock	€	€
Su-Total		€
Gross Profit (A-B)		€

(B) Less Expenditure

Wages	€
PRSI	€
Rent and Rates	€
Tel/Postage/Stationery	€
Advertising and Promotions	€
Electricity	€
Transport Cost	€
Accountancy Fees	€
Insurance	€
Interest Payments	€
Sundries	€

(C) Depreciation

Building	€
Machinery/equipment	€
Vehicle	€
Total	€
Net Profit/Loss	€

20. DECLARATION

I hereby certify that the information contained in this business plan is the most accurate available to me at this date. I also authorise anyone considering this business plan to contact my Bank and/or any of the Advisors or Referees listed in this plan.

Signed

Date

Project cash flow forecast													
Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Income													
Received from cash sales													
Received from Debtors													
(A) Total													
Expenditure													
Materials													
Wages & PRSI													
Rent and Rates													
Telephone, Stationery, Postage													
Advertising, Promotions													
Electricity													
Transport													
Accountancy Fees													
Insurance													
Interest Payments													
Sundries													
Others													
(B) Total													
(C) Monthly Working Capital													
(D) Cumulative working capital													
Capital Expenditure													
Premises													
Machinery/Equipment													
Vehicles													
(E) Total													
Cash introduced													
Own investment													
Loans, Leases, Hire Purchase													
Grants													
(F) Total													
(G) Monthly Balance (C-E+F)													
(H) Bank interest													
(J) Closing Balance													