

**Business Plan Competition 2017**

**Proposal**

Your proposal is one of the key documents that will be considered by the panel to assess the suitability of all participants. Complete all relevant sections. Be **concise**, **thorough** and **convincing**.

You will be required to attend various workshops to develop a complete business plan and a presentation between October and November 2017 should your proposal be accepted.

**Application Number**

*For office use only*

1. **Details**

Name(s) and student(s) Id

About your proposed business

*(tick one box only)*

Idea stage Concept stage Development stage

Provide a brief summary of your proposed business - (*max. 200 words*)

*(Write in the space provided)*

Provide details of the main countries of operations for your proposed business (e.g. from sourcing the raw materials to serving customers) - (*max. 200 words*)

*(Write in the space provided)*

1. **Product/ Service and Target Market**

Provide specific details about your target market (i.e. will you serve businesses or consumer? What are the demographic characteristics of the target market? Etc...) - (*max. 200 words*)

*(Write in the space provided)*

Provide specific details about product(s) and/ or service(s) you will offer (i.e. main products/ services and after sales services) - (*max. 200 words*)

*(Write in the space provided)*

Why do you believe your product(s) or service(s) will sell? (i.e. Unique Selling Proposition(s)) - (*max. 200 words*)

*(Write in the space provided)*

1. **Industry and Competition**

Provide details about your potential competitor(s) (e.g. location, products/ services, market share, etc…) - (*max. 200 words*)

*(Write in the space provided)*

1. **Risks**

What are the main operational risks of your proposed business? - (*max. 200 words*)

*(Write in the space provided)*

What are the main regulatory risks of your proposed business? - (*max. 200 words*)

*(Write in the space provided)*

1. **Financial Considerations**

How much would you require to start your proposed business?

|  |  |
| --- | --- |
| **Assets** | **Amount (£)** |
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|  |  |
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|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Total** |  |

|  |  |
| --- | --- |
| **Monthly expenses** | **Amount (£)** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Total** |  |

Are you able to contribute towards any of the costs above? **No** **Yes** (If yes, how much?) **£**\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Briefly describe where you expect your proposed business to be in the next 5 years - (*max. 200 words*)

*(Write in the space provided)*