

Business Plan

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| Business Name |  |
| Business Owner |  |
| Date |  |

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| **Section 1. Your Business** |

**Brief description of your existing/proposed business:** (What will the business actually be doing?)

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**Funding Purpose(s) and brief description of purpose for funding** (e.g. Working Capital, Equipment, Purchase of stock, etc.)

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| **Planned Expenditure**  | **€** | **Source of Funds**  | **€** |
|  |  | * **Own Funds**
* **Family Funds**
* **Other Investors**
* **Bank Loan**
* **Microfinance Ireland Loan**
* **Other**
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| **Total Expenditure**  |  | **Total Funding**  |  |

**Team: How many will you employ? Provide details of each person’s role within the business.**

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| **Section 2. Business Owner’s Background** |

**Previous Work Experience:**

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**Qualifications/Education/Training:**

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**Additional Information:**

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| **Section 3. Products and Services** |

**Describe the product or service you provide or are going to sell:**

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**Who are your potential/new customers?**

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**Product pricing: How much will it cost to provide? How much will you sell it for?**

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**What, if anything, have you sold to date?**

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**How will you market your product/service to attract new customers?**

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**What market research have you done (if any) to prove that there is a market for your product or service?**

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**Section 4. Table of competitors**

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| **Name, location****and business size**  | **Product/service** | **Price** | **Strengths** | **Weaknesses** |
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**Why will customers buy from you and not from your competitors? How do you know?**