



Microfinance Ireland

Small Business Loans

Business Plan

Business Name	
Business Owner	
Date	

Section 1. Your Business

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

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

Planned Expenditure	€	Source of Funds	€
		<ul style="list-style-type: none">• Own Funds• Family Funds• Other Investors• Bank Loan• Microfinance Ireland Loan• Other	
Total Expenditure		Total Funding	

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

Section 2. Business Owner's Background

Previous Work Experience:

Qualifications/Education/Training:

Additional Information:

Section 3. Products and Services

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

Who are your potential/new customers?

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

What, if anything, have you sold to date?

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

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

Section 4. Table of competitors

<u>Name, location and business size</u>	<u>Product/service</u>	<u>Price</u>	<u>Strengths</u>	<u>Weaknesses</u>

Why will customers buy from you and not from your competitors? How do you know?