**National Enterprise Awards 2017**

**Application Form**

**(Strictly Confidential)**



NEA Winner 2016 – Applied Concepts Ltd. - Offaly

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**GENERAL INFORMATION**

**Name of Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Region: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Legal Status: (Tick one) Sole Trader 🞎 Partnership 🞎 Limited Company 🞎**

**Date of Commencement of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_**

**Phone. : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Mob)**

**Website : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ e- mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# Business Information

**What product or service do you supply?**

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**Describe your own background and why you set up in business?**

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**What do you see as the key strengths of your business?**

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**In what way and when, did your Local Enterprise Office help you (formerly CEB)? (Please include the year, type and level of support i.e. Grant aid and /or Training Supports)**

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**Has this business been grant aided by any other government agency such as Enterprise Ireland, An Bord Bia, Leader Partnership, Inter Trade etc . (If so give details i.e. Agency, Year, Grant Amount, Type etc)**

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**Marketing Your Business**

**Describe what is different or innovative about your product or service?**

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**Is your customer base local, regional, national, international? Please give details.**

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**How do you market your business?**

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**Are there potential new markets for your business and how do you plan to take advantage of these opportunities?**

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**Social Media  
What forms of social media do you use to promote your business and describe any campaigns you have undertaken?**

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**Technology**

**How do you use technology in your business?**

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**The Future of your Business**

**What long-term plans do you have for your business and how do you see it growing and developing over the next 3 years?**

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**What do you see as the key threats/weaknesses to your business? How do you propose to address them?**

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# Employment Details

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|  | **31/12/2014** | **31/12/2015** | **31/12/2016** | **Projected 2017** |
| **Full Time** |  |  |  |  |
| **Part Time** |  |  |  |  |

**Financial Details**

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| --- | --- | --- | --- |
| **Business Growth** | **2014** | **2015** | **2016** |
| **Annual Sales** |  |  |  |
| **Net Profit** |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Investment** | **2014** | **2015** | **2016** |
| **Own Funds** |  |  |  |
| **Loans** |  |  |  |
| **Grants** |  |  |  |
| **TOTAL** |  |  |  |

(Please return your completed application form, together with a current Business Plan and financial statements to your Local Enterprise Office by the indicated deadline.

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**Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**