**National Enterprise Awards 2018 Application Form**

**LOCAL ENTERPRISE OFFICE LIMERICK**

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2017 Entrepreneur of the year Bernie Carroll, Student Programmes Ireland Ltd.

**GENERAL INFORMATION**

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

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

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**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 your business? (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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| --- | --- | --- | --- | --- |
|  | **31/12/2015** | **31/12/2016** | **31/12/2017** | **Projected 2018** |
| **Full Time** |  |  |  |  |
| **Part Time** |  |  |  |  |

**Financial Details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Business Growth** | **2015** | **2016** | **2017** | **Projected 2018** |
| **Annual Sales** |  |  |  |  |
| **Net Profit** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Investment** | **2015** | **2016** | **2017** | **Projected 2018** |
| **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 noon on Friday 23rd February.

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

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