

- 1• Please complete all questions and pages of your business plan (where relevant) by hand.
- 2• Please write clearly and complete using block capital letters.
- 3• Keep all pages of your business plan together in a folder.
- 4• Please submit all drafts of your business plan as well as your back up research on the final submission date.

My Business Plan

Student Name

.....

Business Name

.....

School

.....

Mobile No.

.....

The Young Entrepreneur Programme is developed by:



Version/Draft

In Association With



IRD Daballow Ltd.



An Roinn Gnóthaí Pobail,
Comhionannais agus Gaeltachta
Department of Community, Equality
and Gaeltacht Affairs



Q1 • Describe your Product/Service

What problem does it solve?

Why does your business stand out?

Pick the **FOUR** most important headings from the list below to justify your claim.

HEADING 1

HEADING 2

HEADING 3

HEADING 4

EXAMPLES - CHEAPER • FASTER • BETTER QUALITY • BETTER DESIGN • MORE CONVENIENT
BETTER CUSTOMER SERVICE • BETTER LOCATION • BIGGER RANGE

Q2 • What are the ten key steps you need to take to turn your idea into a real product/service?

01	06
02	07
03	08
04	09
05	10

Q3 • **Do you outsource any part of the running of your business?** Yes No

If no go straight to Q4. If yes please explain

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Q4 • **How do you run your business to make a profit?**

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Q5 • **Complete a SWOT analysis for your business.**

Strengths

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Weaknesses

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Opportunities

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Threats

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Q6 • **Describe the team you will need?**

Roles

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Skills

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Q7 • My end customers (who pays for the product/service) will be mainly?

- Businesses/Organisations Private Individuals

If your end customer is a business/organisation only, complete Q8 and ignore Q9.
 If your end customer is a private individual only then ignore Q8 and go straight to Q9.
 If you intend to target both then tick both and complete Q8 & Q9.

Q8 • I am targeting end customers in these sectors

If you tick a sector please list the most important three business types

- Agri/Food Construction Education Professional Services

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- Healthcare Industrial Sports & Leisure Media

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- Retail Tourism

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My end customers will typically have the following number of employees

- 1-20 20-50 50-250 250+

If you are going to sell to more than one size of business or organisation tick multiple boxes.

My most important end customers are located in the following areas -

name the countries or regions

.....

How many potential end customers are there in each country or region?

.....

Profile for my end customer as a private individual

Q9 • What percentage of my end customers are

Male % Female %

My end customers are primarily in the following age groups

0-5 5-16 16-25 25-40 40-50 50-60 60+

What is their relationship status?

Single Married Other

Does your end customer have children?

What is the income of your end customer?

€0-5,000 €10-20,000 €20-40,000 €40-60,000 €60-100,000 €100,000+

Where does your end customer get their news and information from?

In the boxes below, indicate the programmes, websites or publications which are most relevant

Television Radio Internet Social Media

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Magazines Newspapers

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Does your end customer own their own home? Yes No

What is the education level of your end customer?

None Primary Secondary Third Level

My most important end customers are located in the following areas -

Name the countries or regions

.....

How many potential end customers are there in each country or region?

.....

Q10 • Is the end customer the user of my product/service? Yes No

If no, please complete Q11, otherwise ignore the question

Q12 • Give details on your top three competitors

	COMPETITOR NAME	COMPETITOR NAME	COMPETITOR NAME
Founder/CEO			
Headquarters City			
Web Address			
No of Employees			
Market Share %			
Top 3 Customer Locations			

Q13 • Rate your own business against your competitors on the chart below.

Please include additional categories if required. Ratings are on a scale of 1 (bad) to 10 (excellent)

	MY BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Product Range				
Quality				
Innovation				
Customer Service				
Price				
Unique Monthly Web Visitors				

Q14 • What is the name of your business?

What other business names did you consider?

Business Name

.....

What other names did you consider?

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Product Name

.....

What other names did you consider?

.....

Do you have a tagline?

.....

What is your website?

.....

What other names did you consider for your website?

.....

Available web addresses for your product website?

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What other names did you consider for your product website?

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Draw your own logo

Please draw your logo on a blank sheet of paper and include with supporting material.

Q15 • How will you promote your business?

Print Ads

Newspapers

Magazines

Outdoor

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Promotions

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Online

Internet

Social Media

Email

Text

Google Adwords

Your own blog

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PR

Magazines

Newspapers

Radio

Television

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Broadcast

Radio

Television

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Trade Shows & Exhibitions

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Q16 • I will sell my product or service?

Directly to the end customer
(person paying for it)

Third Parties
(Distributor, Wholesaler, Retailer)

If you are going to sell through both, tick the two boxes

If you are selling directly to the end customer which of the following methods will you use?

Telesales %
How many staff will you need? Staff

Your own website %
How many staff will you need? Staff

Face to Face Sales %
How many staff will you need? Staff

Direct Mail %
How many staff will you need? Staff

Your Own Store %
How many staff will you need? Staff

If you are selling directly to third parties, what % will you sell through?

Distributors/Wholesalers %

Name	Location	Web Address
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.....
.....

Retail Outlets %

Name	Location	Web Address
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.....
.....

Online Resellers (Amazon, Ebay) %

Name	Location	Web Address
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Q17 • Use the following to develop your pricing and development costs

Pricing Calculations

Unit description	Selling Price €	Cost Price €	Units Sold/Month
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.....
.....
.....

Total number of units to be sold per month €

Average Unit Selling Price €

Average Unit Cost Price €

Financing Calculations

Product/Service development description	Cost €
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Total product/service development cost:

General company set-up costs	Cost €
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Total general company set-up cost:

Total cost of Developing your product/service €

Estimated grant aid available €

Shortfall €

How will you finance the shortfall?

Personal Money €

Family/Friends €

Bank Loan €

Investors €

Q18 • Use the following guide to stress test your business model

Product/Services Costings	MONTHLY	YEARLY
Total number of units to be sold
Unit Selling Price	€	€
VAT Rate	€	€
Unit Selling Price (net of VAT)	€	€
Unit Cost Price (net of VAT)	€	€
Unit Gross Profit	€	€
Unit Gross Profit %	€	€
Sales Revenues		
Sales Revenues (Nett of VAT)	€	€
Less Cost	€	€
Gross Profit	€	€
Indirect Costings		
Staff - Self	€	€
Staff 1	€	€
Staff 2	€	€
Commission % of Sales	€	€
Employer PRSI 11% of Salaries	€	€
Rent	€	€
Rates % of Rent	€	€
Phone/Internet	€	€
Insurance	€	€
Third Party Commission % of Sales	€	€
Marketing	€	€
Loan Repayments	€	€
Lease Payment @ €31 per €1000	€	€
Light, Heat & Waste	€	€
Professional Fees	€	€
List Miscellaneous & Costs	Miscellaneous €	€
..... €		
..... €		
..... €		
Total Expenses	€	€
Profit/Loss	€	€

