BACK TO WORK ENTERPRISE ALLOWANCE

- BUSINESS PLAN -

ENTERPRISE CONTACT DETAILS

Enterprise Name:

Owner:

P.P.S. No:

Address:

Telephone:

E-mail:

Legal Structure: Sole Trader ☐ Partnership ☐ Limited Company ☐

Enterprise Description: *Short description of the business you will be starting*

Intended Start Date :

OFFICE USE ONLY

DSP. Ref No ________________ DSP. Case Officer: ________________________

Partnership Ref No ________________ Partnership Support Officer ________________________

Explain clearly what your enterprise (product or service) is and what it will do:

Background to its development	
Benefits and Features	
Unique selling points	
Advantages to customers	
Disadvantages or weak points	
Future developments	
Compliance with statutory requirements	*Do you require membership of any organisation, professional body or qualifications/accreditations to commence the proposed enterprise (also see section 7 of the Marketing section below)*

MANAGEMENT *This section looks at how you will manage your business and who else will be involved*			
1. Why do you want to start this business?			
2. What experience do you have of working in this business SECTOR?			
3. Who will perform the secretarial, book-keeping and sales tasks in the business?	**TASK**	**WHO WILL DO IT**	**HOW OFTEN**
	BOOKEEPING		Daily ☐ Weekly ☐ Monthly ☐
	SENDING AND PAYING BILLS		Daily ☐ Weekly ☐ Monthly ☐
	TELEPHONE ANSWERING		Daily ☐ Weekly ☐ Monthly ☐
	TYPING/FILING /LETTER WRITING		Daily ☐ Weekly ☐ Monthly ☐
	BANKING		Daily ☐ Weekly ☐ Monthly ☐
	TAX RETURNS		Daily ☐ Weekly ☐ Monthly ☐
	ORDERING SUPPLIES		Daily ☐ Weekly ☐ Monthly ☐
	SELLING		Daily ☐ Weekly ☐ Monthly ☐
4. How will you ensure that you get paid for jobs done and get paid on time?			

<table>
<tr><td>5. Where do you want to see your business in <u>one</u> year's time?</td><td colspan="4"></td></tr>
<tr><td>6. Long Term Aim of the Business

State the long-term aim of the new business</td><td colspan="4"></td></tr>
<tr><td rowspan="6">7. What type of business training do you think you may need during the coming year?</td><td>TYPE OF TRAINING</td><td colspan="3">WHO WILL DO THE TRAINING</td></tr>
<tr><td></td><td>You</td><td>Spouse/Partner</td><td>Other</td></tr>
<tr><td>SALES AND MARKETING ☐</td><td></td><td></td><td></td></tr>
<tr><td>BOOK-KEEPING ☐</td><td></td><td></td><td></td></tr>
<tr><td>TAXATION ☐</td><td></td><td></td><td></td></tr>
<tr><td>OTHER (Specify) ______________ ☐</td><td></td><td></td><td></td></tr>
<tr><td rowspan="3">8. Business Registration</td><td colspan="4">ARE YOU REGISTERED SELF-EMPLOYED WITH REVENUE COMMISSIONERS? YES ☐ NO ☐</td></tr>
<tr><td colspan="4">DO YOU HAVE A TAX CLEARANCE CERTIFICATE TC1? YES ☐ NO ☐</td></tr>
<tr><td colspan="4">IF REGISTERED PLEASE PROVIDE THE FOLLOWING DETAILS FROM THE SB1 FORM:-

Date Of Registration: ____________________ Registration Number: ______________________

<u>Type of Registration</u>: (Please tick)

Self Employed Registration ☐ VAT Registration ☐ Employer Registration ☐</td></tr>
<tr><td>9. What accountant do you intend to use?</td><td colspan="4"></td></tr>
</table>

SWOT Analysis

Analyse the strengths and weaknesses of the business and product or service, the opportunities that exist in the marketplace, and the threats to the viability of your new enterprise. This is best done in a matrix diagram as follows:

Strengths • •	**Weaknesses** • •
Opportunities • •	**Threats** • •

MARKETING This section looks at design of your product/service; pricing, where you will sell and how you will advertise.

1. Explain the research or work conducted to show that there is a demand for your business		
2. If your business involves making and/or ***selling products*** please list the main products and prices. (If you already have a price list please attach)	**PRODUCT TYPE**	**PRICE PER UNIT**
	1.	€ Per Hour/Day/Job
	2.	€ Per Hour/Day/Job
	3.	€ Per Hour/Day/Job
	4.	€ Per Hour/Day/Job
	5.	€ Per Hour/Day/Job
3. If your business involves ***providing services*** please list the main services and how you will charge. For each state whether you will charge per hour, day or job.	**SERVICE TYPE**	**PRICE**
	1.	€ Per Hour/Day/Job
	2.	€ Per Hour/Day/Job
	3.	€ Per Hour/Day/Job
	4.	€ Per Hour/Day/Job
	5.	€ Per Hour/Day/Job
4. What geographical area will you cover with the business?		
5. How large is your target market?	*<< The market to which you are planning to sell the product or service. Analyse the segments of this market as follows:* • *Size of each market segment* • *Is the segment growing or declining?*	
6. Who will you customers be?	**WHAT TYPE OF PEOPLE** e.g. housewives, students, farmers, businesses, tradesmen etc	
	1.	2.
	3.	4.

7. a) How will you advertise your business in order to attract your customers? *How you will promote your product or service in the marketplace*	FLYERS ☐	BUSINESS CARDS ☐	LETTERHEAD ☐
	VAN SIGNAGE ☐	PREMISES SIGNAGE ☐	EVENT SPONSORSHIP ☐
	LOCAL RADIO ☐	NEWSPAPER ☐	PRINTED WORKWEAR ☐
	INVOICE BOOKS ☐	TRADE SHOWS ☐	WEBSITE ☐

7. b) What other ways might you promote your business?	
8. What would you stress as the best features of your product/ service/ business when selling to a customer?	
9. Who are your competitors, how many are there and where are they operating?	*What are the competing products and services?* *Advantages and disadvantages of the competitors' offerings*
10. What can you do to improve your product/service/ business to be better than your competitors?	*This is your assessment of why potential customers will choose to buy your product in place of those profiled above*

FINANCE
This section looks at money needed for the business, how much you will take in and how much you will pay out

A. Investment and Start-Up Costs

	EQUIPMENT	TRANSPORT	WORKSPACE	MATERIALS	TOTAL
1. Estimate how much you have already invested in the following items	€ 0	€ 0	€ 0	€ 0	€ € 0.00 A

	EQUIPMENT	TRANSPORT	PREMISES	MATERIALS	TOTAL
2. What additional investment will be needed?	€ 0	€ 0	€ 0	€ 0	€ € 0.00 B

Total Investment in your Business (A+B) =	€ € 0.00 C

	INVESTED (A)	SAVINGS	GRANTS	LOANS	FUTURE INCOME	TOTAL
3. Where will you get the finance you need for your investment?	€	€	€	€	€	€ € 0.00 C

B. **Profit and Loss** Money that will come in and go out during the first year, and the profit or loss made

1. CASH IN (Sales)	HOW MANY PRODUCTS / SERVICES CAN YOU DELIVER EACH WEEK?	No:	A
	ON AVERAGE, HOW MUCH WILL YOU GET FOR EACH PRODUCT / SERVICE?	€	B
	WEEKLY CASH IN = (MULTIPLY **A** BY **B**)	€ € 0	C
	TOTAL ANNUAL CASH IN = (MULTIPLY **C** BY 48 WEEKS)	€ € 0	D
Cost of Sales	HOW MUCH WILL YOU SPEND ON SUPPLIES?	€	E
	GROSS PROFIT = (SUBTRACT E FROM D)	€ € 0	F

2. OVERHEADS	**Amount Per Year**	**Brief Description** *A short note of what you are including in your figures*
Part-time/Casual Wages	€	1
Full time staff	€	
Staff PRSI @ 10.85 or 8.60%	€	
Van/Car Repayments	€	
Fuel	€	
Insurance + Tax	€	
Maintenance + Repairs	€	
ESB, Telephone, Postage	€	
Hire or lease equipment	€	
Rent + rates	€	
Disposable Items	€	*(e.g Blades, drill bits etc)*
Advertising	€	
Other Insurances	€	
Office Supplies	€	
Accountant /Solicitor Fees	€	
Interest + Bank Charges	€	
Vehicle Wear & Tear	€	
Equipment Wear & Tear	€	
TOTAL OVERHEADS	€ 0.00 **G**	

3. PROFIT or LOSS	**Gross Profit**	**(F)**	€ € 0
	Less **Total Overheads**	**(G)**	€ 0.00
	Net Profit/loss	**(I)**	€ 0
4. DRAWINGS	**How Much Wages (Drawings) Do You Need For the Year**	**X**	€
	How Much is Your Back to Work Enterprise Allowance (based on 0 **approx** 0 **wks @ 100%)**	**Y**	€ 0.00
	How much will come from the Profits (Subtract Y from X)	**Z**	€ 0

<table>
<tr><td colspan="7">PRODUCTION This section looks at premises, equipment and materials needs for the business</td></tr>
<tr><td>1. Describe where you will operate your business from. Will you have separate business premises or will you operate from home/back of a van etc.?</td><td colspan="6"></td></tr>
<tr><td>2. How suitable are the premises and do they need any extension or modification?</td><td colspan="6"></td></tr>
<tr><td rowspan="4">3. Which of the following licences or permits will you require to operate your business?</td><td colspan="2">PLANNING PERMISSION ☐</td><td colspan="2">HEALTH & SAFETY CERT ☐</td><td colspan="2">SAFE PASS CERT ☐</td></tr>
<tr><td colspan="2">DRIVING LICENSES ☐</td><td colspan="2">PROFESSIONAL CERT ☐</td><td colspan="2">BUSINESS MEMBERSHIP ☐</td></tr>
<tr><td colspan="2">C2 CERTIFICATE ☐</td><td colspan="2">HASSOP (Food Business) ☐</td><td colspan="2">INSURANCE ☐</td></tr>
<tr><td colspan="6">Do you hold the necessary certs, qualifications, permissions, etc? Yes: ☐ No: ☐</td></tr>
<tr><td rowspan="7">4. List the main tools and Equipment, Transport; Premises and Materials you will require for start-up.</td><td rowspan="4">EQUIPMENT</td><td colspan="2">1.</td><td>2.</td><td colspan="2">3.</td></tr>
<tr><td colspan="2">4.</td><td>5.</td><td colspan="2">6.</td></tr>
<tr><td colspan="2">7.</td><td>8.</td><td colspan="2">9.</td></tr>
<tr><td colspan="2">10.</td><td>11.</td><td colspan="2">12.</td></tr>
<tr><td>MATERIALS</td><td colspan="2">1.</td><td>2.</td><td colspan="2">3.</td></tr>
<tr><td>TRANSPORT</td><td colspan="2">CAR ☐</td><td>VAN/TRUCK ☐</td><td colspan="2">TRAILER ☐</td></tr>
<tr><td>PREMISES</td><td colspan="2">WORKSHOP ☐</td><td>OFFICE ☐</td><td colspan="2">HOME BASED ☐</td></tr>
<tr><td rowspan="5">4. What different materials will you require for your business and who and where are your suppliers?</td><td colspan="2">TYPE OF MATERIALS</td><td colspan="2">SUPPLIER</td><td colspan="2">LOCATION</td></tr>
<tr><td colspan="2"></td><td colspan="2"></td><td colspan="2"></td></tr>
<tr><td colspan="2"></td><td colspan="2"></td><td colspan="2"></td></tr>
<tr><td colspan="2"></td><td colspan="2"></td><td colspan="2"></td></tr>
<tr><td colspan="6">Have you secured trade discounts with any of the above YES ☐ NO ☐ % Agreed ______</td></tr>
<tr><td>5. Where will you get additional assistance as needed or specialist skills as required?</td><td colspan="6"></td></tr>
</table>

6. Do you think you will need to hire staff during the first two years? *State what employees will be taken on over the next three years, with which skills, in which areas of the business?*	

Customers Declaration

I agree that information regarding my application for BTWEA can be transferred between DSP and the Local Development Company.

Signed

____

Date

____

PRSI

Your PRSI is collected as part of your tax return and entitles you to several benefits
See link to the guide to PRSI for the Self-Employed http://www.welfare.ie/en/downloads/SW74.pdf

INCOME TAX

Your income tax is based on your net profit also, in addition to any other income you or your spouse may have. Get professional advice from your accountant on how much this will probably be, and set aside some cash on a regular basis to help budget for it.

WHAT IS A BUSINESS PLAN?

A Business Plan is a tool to help you think out and plan your business before you start. Just as you wouldn't build a house without having a plan to work from, neither would you start a business without having a plan to direct you through the first year of business. Writing up a Business Plan takes you through a series of questions that you may not have considered but which are very important in determining whether or not you can run your business and make a profit.

A Business Plan is an essential document which will enable you to:

- Work out *why* you are going into business, *how* you will operate your business, *what* premises and equipment you will need, *where* to source your finance and *who* your proposed customers will be
- Present your business proposal to funding agencies and lending institutions when seeking their support.
- Assure others who may become involved with your business that you have the ability to manage and operate your affairs

A DSP Officer may use the information provided in the Business Plan when assessing the new enterprise at future meetings if you are awarded the BTWEA.

USING THIS WORKBOOK

The workbook is presented as a series of questions and is divided into four sections called *management, marketing, production* and *finance.* Set aside time to sit down and complete the workbook. If your business will involve other family members or will require an investment of family finance you may want to involve them in the planning. Answer each question as best you can. Where you are unsure of the meaning of a question or, are unable to answer it, leave it incomplete and write out your query on a separate sheet of paper. You can go through these questions later with the Case Officer at the Department of Social Protection or the Enterprise Worker assigned to you at the Local Development Company. If you already have other information that add to any of the sections (e.g. drawings, photographs, building plans etc) these may be attached to the back of the Workbook.

For further support with your business plan contact:
Robert Finan
Larkin Self-Employed Support Unit
The Larkin Centre
57/58 North Strand Road
Dublin 3
Telephone: 018364516 email: robertfinan@larkinctr.com