

SWINDON NEW BUSINESS COMPETITION

2008 ENTRY FORM

Name(s) of Entrant(s):

.....

Business Name (existing or
proposed):.....

.....

.....

Address:.....

.....

.....

Post Code :..... Tel:

E-Mail

Business Start Date(actual or planned):.....

PRIZES:

**These will consist of a cash prize for investment in your planned
business once trading or your new business:**

- 1st prize £3,000
- 2nd prize £2,000

Membership of Swindon's top business organisations for a year.

You will need to complete the entry form in as much detail as possible

OR

provide a comprehensive business plan for your new business. The key
elements are as follows:-

- Describe the business

- Describe the key personnel running the business,
- Demonstrate a profitable business/business concept by way of financial plans.
- Show that you have done market analysis and how you will market your product
- Describe how you would invest the prize to enhance your business

The competition will be judged by a panel of experts who finance businesses, give business advice or who are themselves in business. A short list of finalists will be invited to give a presentation on their new business to the panel of judges .

A presentation ceremony will take place on 14th November 2008 where the finalists will be provided with a further opportunity to promote their business in terms of a presentation and /or exhibition stand.

All entrants must be aged over 18 years and residents of Swindon Borough Council. Competitors can seek support with their entry by contacting Business Link on 0845 600 9006.

To be eligible, your business must have started trading between 30th September 2007 and 30th September 2008

Closing date for entries in hard copy is the 30th September 2008 at the address below:

**Ernesto Gómez
Economic Projects Officer
Economic and Cultural Development**

**Swindon Borough Council
Premier House
Station Road
Swindon
SN1 1TZ**

Introduction

Please now complete all sections-go into as much detail as possible which will enhance your chances of reaching the finals or alternatively attach a copy of you business plan:

1 BUSINESS INFORMATION

Business/Individual's Name:

Business Address:

Telephone No:

Fax No:

Email Address:

Trading Status: **Sole Trader/Partnership/Limited Company/PLC/
Limited Partnership/Co-operative**

2 THE BUSINESS

2.1 Describe the new business

2.2 Products and Services (Provide a brief overview and provide information about the products/services offered with information on their contribution to sales)

2.3 Markets/Market Research (Tell us a little of what you know about the market place in which you compete. Is it growing, static or in decline? Why will customer buy your products rather than those of your competitors?)

2.4 Marketing(How are you going to achieve the level of sales/revenue you have predicted?)

3. KEY PERSONNEL

3.1 Staffing and Organisation (Provide details of the numbers and skills required and experience.

4. HOW WOULD YOU INVEST THE PRIZE TO ENHANCE YOUR BUSINESS?

FINANCIAL PERFORMANCE

5.1 Sales Turnover (Add comments where explanation is required)

5.2 Business Overheads & Expenses (Add comments where explanation is required)

5.3 Net Profit (Add comments where explanation is required)

6 FINANCIAL FORECAST

Now complete the Cash flow forecast template in as much detail as possible