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| **EU Just TRANSITION regenerative tourism & Placemaking scheme for Ireland’s midlands 2023-2026**  **-------------------------------------------------------** |
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| **Investment Grant-Aid Scheme for Private & Community SMEs**  **Business Plan + Sales & Marketing Plan Template A**  **Projects seeking investment grant aid of €300,000 or less** |
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**Completion of Your Business Plan + Sales & Marketing Plan**

This document is **only** for projects where the investment grant being sought from Fáilte Ireland under this Investment Grant Scheme is **€300,000 or less**. If you intend to apply for funding in excess of €300,000 from Fáilte Ireland under this Investment Grant Scheme, please refer to the other Business Plan + Sales & Marketing Plan templates provided.

You are required to complete all relevant sections of this document. It is your responsibility to ensure that all sections are completed fully and accurately.

**Special Note**: in the proceeding sections of this document, spaces such as text boxes and tables have been provided for your response to questions. Please note that the text boxes will expand as you add text and comments which is perfectly acceptable, although you must not exceed the word count limits, where applicable. The tables should be amended (e.g. add or delete rows) to insert your content.

**The Remainder of this Document**

The remainder of this document is structured as follows:

|  |  |
| --- | --- |
| **Section A** | **Business Plan** |
| Part 1 | Business Overview |
| Part 2 | Ownership & Management Structure |
| Part 3 | Operations & Financial Plan |
| **Section B** | **Sales & Marketing Plan** |
| Part 4 | Sales & Marketing Plan Overview |

Section a – business plan

1. Business overview
   1. Introduction

The purpose of this section is to demonstrate how the business has evolved to date, detail of its current activities and detail on its plans to develop and grow in the coming five years.

* 1. Company and Applicant Name

|  |
| --- |
| Add Text |

* 1. Company History

You must provide a description of how the business was founded, any development and investment activity to date, significant milestones and detail of any project implementation to date.

**Description (explanation and rationale)**

|  |
| --- |
| Add Text |

Maximum of 500 words.

* 1. Description of Current Activities

You must provide a broad description of the current activities of the business, including but not limited to, product/service offerings, product/service delivery, market penetration, business administration and operations.

**Description (explanation and rationale)**

|  |
| --- |
| Add Text |

Maximum of 500 words.

* 1. Value Proposition

You must provide a description of the unique selling points, benefits and value the business offers to its target customers, with a particular emphasis on the value proposition of the proposed project for which investment grant funding is being sought.

**Description (explanation and rationale)**

|  |
| --- |
| Add Text |

Maximum of 500 words.

* 1. Business Goals for the Next Five Years and Project Alignment

You must provide a broad description of the strategy for developing the business over the next five years and how it aligns to the project which is proposed for investment grant funding.

**Description (explanation and rationale)**

|  |
| --- |
| Add Text |

Maximum of 500 words.

1. Ownership & Management Structure
   1. Introduction

The purpose of this section is to demonstrate that robust and reliable arrangements are in place, or will be put in place to ensure the successful operation of the business and the project. Your responses in this section will require specific and detailed descriptions to show that the proposed project will be successfully delivered, managed and operated in accordance with best practice; that it will be subjected to review; that the necessary arrangements are in place for change and contract management; and that risk management and mitigation has been considered and planned for.

* 1. Ownership, Management & Governance Arrangements

You must provide a description and details of the proposed ownership and management arrangements for the enterprise and an explanation of how the arrangements will work in practice. This may include Owner / Operator Details; Management Capacity and Expertise; Corporate Governance Arrangements; Project Planning and Project Management Arrangements; Business Management Structure and Operational Arrangements; and Risk Management.

**Description (explanation and rationale)**

|  |
| --- |
| Add Text |

Maximum of 500 words.

* 1. Project Board of Directors/Trustees (if applicable)

Where a Board of Directors will be in place, or trustees in the case of community projects, you must provide a brief description of their relevant skills, competencies and experience in the table below.

Project Board of Directors/Trustees

|  |  |
| --- | --- |
| **Board Member/Trustee Name** | **Brief Description of Relevant Skills / Competencies / Experience** |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

Add or delete rows as required.

You must provide a supporting explanation.

**Supporting Explanation**

|  |
| --- |
| Add Text |

Maximum of 300 words.

1. Operations & financial plan
   1. Introduction

The purpose of this section is to demonstrate the financial viability of the business and its capacity to deliver on the proposed project and operate.

**Special Note**: for existing businesses, you must provide Fáilte Ireland with a copy of your audited accounts for the last three financial years by uploading to the Fáilte Ireland Trade Portal.

Please check (☒) the box to confirm that you have uploaded your audited accounts to the Fáilte Ireland Trade Portal: ☐

* 1. Financial Projections

You must provide projections of finances for the next five financial years. This should include all revenue for the business, the percentage of that revenue that is expected to be generated by tourism (domestic and international visitors), expected expenditure and forecasted net profit before tax.

You must provide an explanation of how these projections were forecasted, including detail of any supporting information or research used in calculating this forecast.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Projections** | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| Total Business Revenue |  |  |  |  |  |
| % of Business Revenue from Tourism |  |  |  |  |  |
| Total Expenditure |  |  |  |  |  |
| Net Profit before Tax |  |  |  |  |  |

**Basis for projections (explanation and rationale)**

You must provide an explanation of how these projections were forecasted, including detail of any supporting information or research used and any assumptions made in calculating this forecast.

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| Add Text |

Maximum of 500 words.

* 1. Project Financial Viability

You must provide information on how the business and proposed project will be financially viable and self-sustaining in the long-term.

|  |
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| Add Text |

Maximum of 300 words.

Section B – Sales & marketing plan

1. SALES & marketing plan overview
   1. Introduction

You must provide details on your proposed sales and marketing strategy for the visitor experience/offer. This should set out your over-arching sales and marketing ambition and the proposed high-level strategy for its realisation. You must provide relevant marketing aims and objectives.

* 1. Sales & Marketing Plan

You must detail your assessment of the overall market and the market potential for your business. This should consider market gaps being addressed by your project/service offering, unique selling points, marketing aims and objectives, relation to relevant market and consumer trends, communication and promotional activities to support the business, customer relationship management and sales and sales staffing plans.

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| Add Text |

Maximum of 500 words.

* 1. Target Market & Segment Overview

You must provide detail on the key geographic markets the business is targeting and tourism segments/demographics targeted by the product/service offer. This must be consistent with the overall Sales and Marketing Plan.

|  |
| --- |
| Add Text |

Maximum of 500 words.

* 1. Accessibility

You must outline any steps taken by the business and to be achieved during and in implementing the project to facilitate access by persons with a disability so that they benefit from the outcome of the project on equal terms with other persons.

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| Add Text |

Maximum of 500 words.

**SECTION 4.5 AND 4.6 FOR SUSTAINABLE VISITOR EXPERIENCES AND PROJECTS INVOLVING ACTIVITES/ATTRACTIONS. IF YOUR PROJECT SOLELY RELATES TO ACCOMMODATION, PLEASE GO TO SECTION 4.6**

* 1. Attraction/Activity/Visitor Experience Opening Times

You must provide details on the planned daily opening hours, taking account of seasonality, along with an estimation of the total number of hours that the visitor experience will be open per day and per week.

All relevant applicants must complete the tables below. You must also detail your assumptions and the supporting rationale that underpins your planned opening hours in each instance.

**High Season** i.e. April to September.

Operating Times - High Season

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DETAILS** | **HIGH SEASON** | | | | | | | | | | | | | | |
| **Monday** | | **Tuesday** | | **Wednesday** | | **Thursday** | | | **Friday** | | **Saturday** | | **Sunday** | |
| **From** | **To** | **From** | **To** | **From** | **To** | **From** | **To** | | **From** | **To** | **From** | **To** | **From** | **To** |
| **Daily opening hours** |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |
| **Total hours per day** |  | |  | |  | |  | |  | | |  | |  | |
| **Total hours per week** | Please state: | | | | | | | | | | | | | | |

Please provide an explanation of the assumptions and rationale underpinning the proposed opening times, and detail how these may vary from current business operations as a result of the project being implemented.

|  |
| --- |
| Assumptions / rationale: |

Maximum of 200 words.

**Low Season** i.e. October to March.

Operating Times - Low Season

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DETAILS** | **LOW SEASON** | | | | | | | | | | | | | | |
| **Monday** | | **Tuesday** | | **Wednesday** | | **Thursday** | | | **Friday** | | **Saturday** | | **Sunday** | |
| **From** | **To** | **From** | **To** | **From** | **To** | **From** | **To** | | **From** | **To** | **From** | **To** | **From** | **To** |
| **Daily opening hours** |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |
| **Total hours per day** |  | |  | |  | |  | |  | | |  | |  | |
| **Total hours per week** | Please state: | | | | | | | | | | | | | | |

Please provide an explanation of the assumptions and rationale underpinning the planned opening times and detail how these may vary from current operations as a result of the project being implemented.

|  |
| --- |
| Assumptions / rationale: |

Maximum of 200 words.

* 1. Attraction/Activity/Visitor Experience Pricing Arrangements

Where there is an admission charge, you must provide complete details and a full breakdown of your proposed pricing arrangements for admissions to the visitor experience/attraction/activity. You must set-out your pricing proposals for each category of visitor to be targeted.

You must provide your proposed pricing arrangements for Year 1 following project completion in the table below. You should consider online pricing rates (e.g. potential discounts) as well as rates for different markets/consumers (i.e. domestic and overseas visitors) and any special rates that might be offered to local visitors. You should reflect upon the capacity of the attraction at any given time of the day, week, month or year.

The table provides an indicative list of possible visitor categories that you may wish to consider. Please note that this is not an exhaustive list and is provided for illustration purposes only. **As the applicant, it is your responsibility to identify and detail the visitor categories that are relevant to your proposed visitor attraction.**

**Visitor Pricing Arrangements**

|  |  |  |
| --- | --- | --- |
| **Visitor Category** | **Admission Price €** | **Rationale for Pricing Level** |
| Adults |  |  |
| Children (under 18 years of age) |  |  |
| Students |  |  |
| Senior Citizens |  |  |
| Families (Please specify number of adults and children) |  |  |
| Groups (please specify group size) |  |  |
| Trade Groups (via industry partners) |  |  |
| Other Category 1 |  |  |
| Other Category 2 |  |  |
| Other Category 3 |  |  |
| Other Category 4 |  |  |
| Other Category 5 |  |  |

*Add or delete rows (and/or amend row titles) as required.*

**Supporting Rationale**

You must provide a rationale to support your proposed pricing arrangements, including if there is no admission charge.

|  |
| --- |
| Assumptions / rationale: |

Maximum of 200 words.

**FOR ACCOMMODATION (CATEGORY 2 PROJECTS) ONLY**

* 1. Occupancy

For accommodation businesses/projects, you must provide details on capacity and occupancy rates in the tables below.

You must also detail your assumptions and the supporting rationale that underpins your planned opening hours in each instance.

Occupancy Rates - High Season

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DETAILS** | **HIGH SEASON** | | | | | | | |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | | **Friday** | **Saturday** | **Sunday** |
| **Available bed spaces** |  |  |  |  |  | |  |  |
| **Occupancy Rates** |  |  |  |  |  | |  |  |
| **Rate (€) per bed space** |  |  |  |  |  | |  |  |

Please provide an explanation of the assumptions and rationale underpinning the proposed opening times.

|  |
| --- |
| Assumptions / rationale: |

Maximum of 200 words.

**Low Season** i.e. October to March.

Occupancy Rates - Low Season

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DETAILS** | **HIGH SEASON** | | | | | | | |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | | **Friday** | **Saturday** | **Sunday** |
| **Available bed spaces** |  |  |  |  |  | |  |  |
| **Occupancy Rates** |  |  |  |  |  | |  |  |
| **Rate (€) per bed space** |  |  |  |  |  | |  |  |

Please provide an explanation of the assumptions and rationale underpinning the proposed opening times.

|  |
| --- |
| Assumptions / rationale: |

Maximum of 200 words.