**National Enterprise Awards 2019 Application Form**

**LOCAL ENTERPRISE OFFICE KILKENNY**

**Applicant Name: Please insert business name**

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**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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| --- | --- | --- | --- | --- |
|  | **31/12/2016** | **31/12/2017** | **31/12/2018** | **Projected 2019** |
| **Full Time** |  |  |  |  |
| **Part Time** |  |  |  |  |

**Financial Details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Business Growth** | **2016** | **2017** | **2018** | **Projected 2019** |
| **Annual Sales** |  |  |  |  |
| **Net Profit** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Investment** | **2016** | **2017** | **2018** | **Projected 2019** |
| **Own Funds** |  |  |  |  |
| **Loans** |  |  |  |  |
| **Grants** |  |  |  |  |
| **TOTAL** |  |  |  |  |

**Please provide short description of your business for inclusion in the NEA brochure – Max 50 words**

**SAMPLE WORDING FOR ILLUSTRATION - BROCHURE DESCRIPTION**

**Cork (South): Start of word count: Haven Bay Care Food Ltd. supplies a frozen range of restaurant-quality readymade meals under the 'Kinsale Gourmet' brand. The meals are handmade in Kinsale by its six staff for the retail and foodservice markets. Currently supplying all major retail multiples in Ireland, the company has also begun exporting to the UK. End of word count. Promoter: Owen O’ Brien E:** [**info@kinsalegourmet.ie**](mailto:info@kinsalegourmet.ie) **W:** [**kinsalegourmet.ie**](http://scanmail.trustwave.com/?c=6600&d=1p_W2urlxRKvdpHC7Bl6E4QElc1_fsk7HVO2voQaPQ&s=168&u=http%3a%2f%2fkinsalegourmet%2eie)

(Please return your completed application form, together with a current Business Plan and financial statements such as your last end of year accounts / current year’s management accounts to your Local Enterprise Office by the indicated deadline.

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

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