



FHC

Entrepreneurship

Awardees Programme

GUIDE



EXECUTIVE SUMMARY

- Tells exactly what is required for the potential or existing business



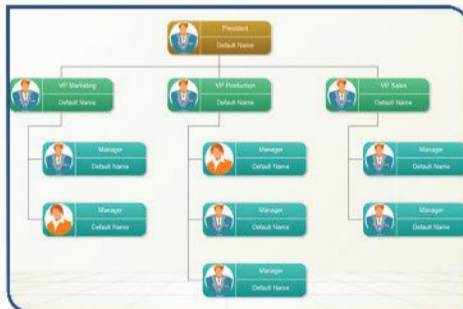
MARKET ANALYSIS

- A chance to illustrate your knowledge about your business and the industry
- Forces you to become familiar with all aspects of the market
- Analyses your target market (size, structure, growth prospects and sales potential)
- Establish pricing, distribution and marketing strategies for profitability
- Establish growth potential within the industry and future forecasts



COMPANY DESCRIPTION

- Do you believe your business will be successful?
- Critiquing all the different elements of your business
- The nature of your business and the potential success factors



ORGANISATION & MANAGEMENT

- The organizational structure of the company
- Details of the ownership (Sole Trader or Partnership)
- Profile and Resume of your management team



MARKETING & SALES STRATEGIES

- This is the lifeblood of your business
- Marketing creates customers and customers generate sales
- Define your Marketing & Sales strategies and advertising channels



SERVICE & OR PRODUCT LINE

- What are you actually selling?
- Emphasize the benefits & not the features
- Establish your unique selling proposition



FUNDING REQUIREMENTS

How much funding you will need to start or expand your business?

Will funding be from personal savings, family or a loan?

Be realistic, include best and worst case scenarios



FINANCIALS

Develop the financials AFTER you have analyzed the market and set clear objectives.

You should include three to five years of historical data

Create an Income & Expenditure statement and Balance Sheet

Create a Cash Flow projection for Years 1-3

FREQUENTLY ASKED QUESTIONS SHEET



QUESTIONS

What are the requirements to apply for the Entrepreneurship Grant?

Where should I submit my Business Plan?

What can I expect after submission?

How much money will I receive if I am successful?

What if the business does not commence within 6 months?

What are the requirements to apply for membership?

ANSWERS

The "PASSION" to start a business within 6 months after University. A valid business plan, sign up for membership with FHC.

The envelope should be clearly labelled FHC Entrepreneurship Awardee Programme, Marketing & Communications, 8-10 Eureka Road, Kingston 5 and this can be delivered at any of our 11 locations islandwide or email us at firstheritagecu@gmail.com

If your plan was shortlisted, you will be contacted with a date for a Power Point Presentation. If you were not shortlisted, you will receive a call or email.

A Non-Repayable grant of \$500,000.00

The grant will be withdrawn or if an approval is granted for an extension.

• Valid identification, TRN Card, Recent Proof of Address, 2 references and a minimum of \$3,650.00

CONTACT

Send your Name, College/University,
Telephone Number and Email Address to
firstheritagecu@gmail.com
to be a part of this programme.



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