



**FHC**

# Entrepreneurship

Awardees Programme

# GUIDE



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



- 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

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](mailto:firstheritagecu@gmail.com)**  
to be a part of this programme.



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