

MICHELIN DEVELOPMENT

*Request for
advice/support*

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Part 1 Business details

1 Name

Business name

Contact name

2 Customers

Who are your potential or actual customers?

3 Competitors

Who are your competitors?

Part 2 Sales strategy

1 What sales do you propose to achieve?

	Year 1	Year 2	Year 3
Local area			
Rest of UK			
Export market			

2 Describe in what way the product/service is differentiated or unique from existing offerings in the market?

Product

Design _____

Innovation _____

Application _____

Quality _____

Aesthetic appeal _____

Unique _____

Other _____

Service

Expertise _____

Talent/Skill _____

Knowledge _____

Other _____

Part 3 What is the problem?

Detail the key development issues faced by your business.
In what areas do you believe you need advice/support?
This information will assist in selecting the appropriate type of support.

Part 5 Additional information

Detail any additional information that you think may be relevant to your application

Part 6 Declaration by applicant

To be signed by the applicant

I _____ (print name)

of _____ (print business name)

Hereby apply for support as described in this application.

I declare that all the information contained in this application is correct to the best of my knowledge and belief.

Signed _____

Position _____

Date _____

Provision of incorrect, false or misleading information may jeopardise your prospect of receiving support.

Businesses applying for assistance should take note that when an application is being considered and assessed there can be no commitment to provide support until a letter of offer has been issued and accepted.

Please return the completed application form to:

**Michelin Development Limited
Campbell Road
Stoke-on-Trent
ST4 4EY**

*Michelin Development – Burnley
working in association with:*

**Burnley Borough Council
Economic Development Unit**

**Business Link East Lancs
through Burnley Enterprise**

**Northwest Development
Agency**

Royal Bank of Scotland