

*MICHELIN
DEVELOPMENT*

*Request for
financial assistance*



PART 1 Business details

1 Name

Business name

Contact name

2 Market research

What market research have you carried out to date?

What have you identified as the market opportunity for your product/service?

What in financial terms, is the overall size of the market into which you are proposing to sell?

Is this market

Declining

Static

Increasing

And why?

3 Competitors

Who are your competitors?

What do you know about them?

How will you compete with them?

PART 2 Sales and pricing strategy

Give details of where you expect to sell your product/service

How will your product/service be priced?

What sales do you propose to achieve?

	Current Year	Current Year +1	Current Year +2
Local area			
Rest of UK			
Export Market			

What is the basis for the projected sales figure?

PART 3 Financial projections

1 Income

If loan assistance was awarded to this project, what would the projected level of income be for the business over the next three years?

	Current Year	Current Year +1	Current Year +2
Sales income			
Other trading income			
Total annual income			

2 Operating costs

If loan assistance was awarded to this project, what would the projected level of running costs be for the business over the next three years?

	Current Year	Current Year +1	Current Year +2
Salaries			
Rent/Rates			
Materials			
Marketing/Promotion			
Training costs			
Stationery			
Telephone/Fax/Email			
Heat/Light			
Motor expenses			
Accountancy			
Repairs/Maintenance			
Insurance			
Haulage/Packaging			
Interest payments			
Sundries			
Other:			
Other:			
Other:			
Total annual revenue costs			

	Current Year	Current Year +1	Current Year +2
Annual Sales (£)			
(i) Total wage costs including NI (£)			
(ii) Depreciation costs (£)			
(iii) Net profit before tax and drawings (£)			
(iv) Gross value added (i+ii+iii) (£)			
Gross value added/employee (£)			

3 Drawings

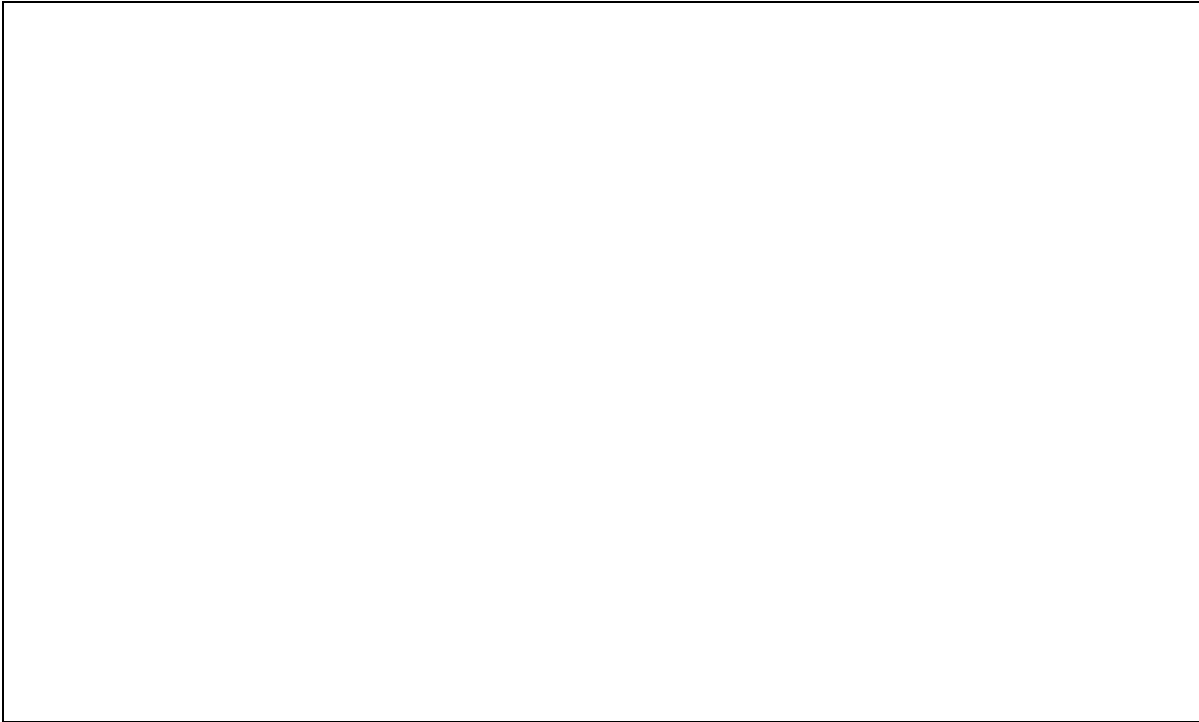
Indicate level of drawings over the next three years

	Current Year	Current Year +1	Current Year +2
Estimated level of drawings over the next three years			

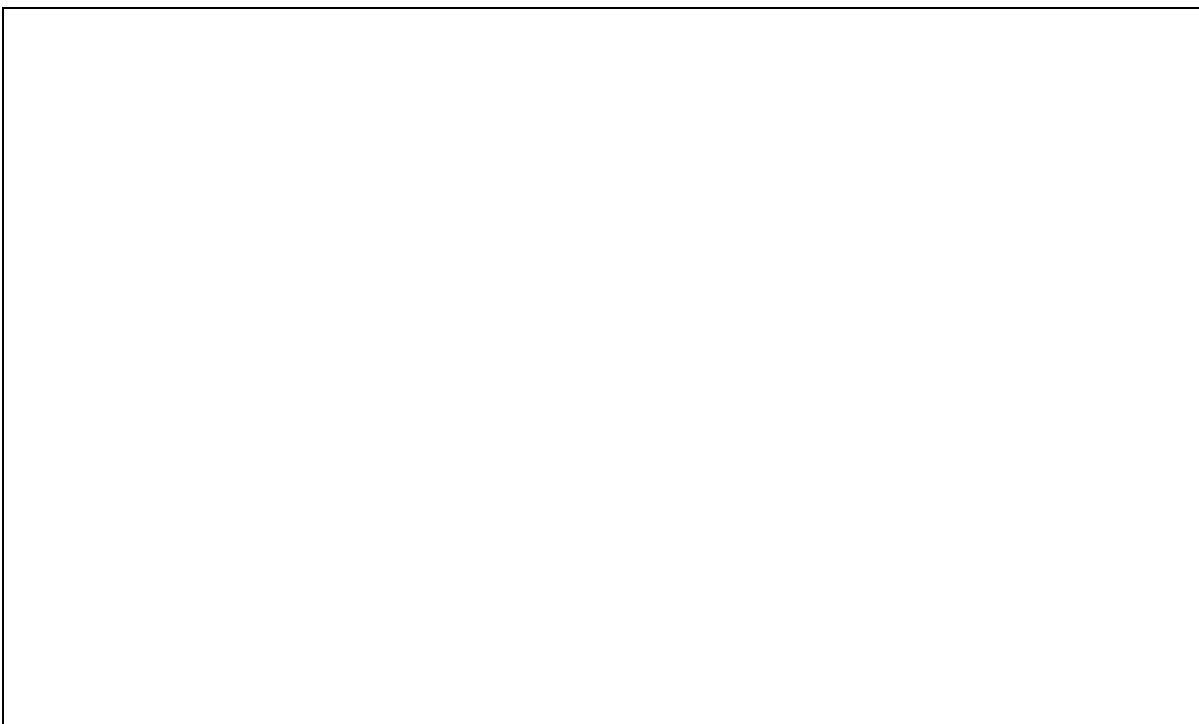
Part 4 Production

1 Development work

If the product/service is not yet ready for the market what further development work is necessary?



If a new product, please state the transition from prototype to volume production and identify where delays might occur and timescale



Part 5 Potential benefits

1 Purpose of Loan

2 Impact

Detail the impact the loan will have on your business e.g. increase in sales, development of product, new market opportunity, creation of additional employment etc.

3 Job creation

Projected number of employees by category:

	Current Year	Current Year +1	Current Year +2
Directors			
Managerial			
Technical			
Skilled			
Semi-skilled			
Clerical			
Manual			
Ethnic heritage			

What particular skills will be required and are these available locally?

Part 6 Bank/Accountant/Solicitor details

1 Bank details

Bank name

Bank address

Postcode

Business account name
(Trading as)

Business account
number

Business sort
code

2 Accountant details

Accountant's name

Accountancy firm

Accountancy address

Postcode

3 Solicitor details

Solicitor's name

Solicitor's firm

Solicitor's address

Postcode

Part 7 Supporting documentation

Please tick the box for each of the enclosures listed below (where applicable)

Market research documentation	<input type="checkbox"/>	Company audited accounts (two years) or	<input type="checkbox"/>
Letters of intent/Firm orders	<input type="checkbox"/>	Management accounts (two years)	<input type="checkbox"/>
Promotional material	<input type="checkbox"/>	Authorisation letter to approach your:	
Product/Service illustrations	<input type="checkbox"/>	Bank	<input type="checkbox"/>
Statutory approvals	<input type="checkbox"/>	Accountant	<input type="checkbox"/>

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

Part 8 Declaration by applicant

Loan amount requested: £ _____ Proposed term _____ years

To be signed by the applicant

I _____ (print name)

of _____ (print business name)

Hereby apply for financial assistance 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 assistance and may lead to the withholding/recovery of assistance provided.

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:

**The RBS Representative
c/o Michelin Development Stoke-on-Trent Steering Group
41 High Street
Newcastle-under-Lyme
Staffordshire
ST5 1SQ**