

# **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 – Stoke-on-Trent  
working in association with:*

**Business Link Staffordshire**

**Stoke-on-Trent City Council Economic  
Development Unit**

**Royal Bank of Scotland**

**Advantage West Midlands**

**Stoke-on-Trent Business Brokers**