RMIT UNIVERSITY

New Business Assistance with NEIS
AN AUSTRALIAN GOVERNMENT INITIATIVE

NEIS Business Proposal

Applicant Name:			
Address:			
Suburb:		Postcode:	
Phone:			
email:			

1. Your Business Idea

1a) What is your business idea?

1b) List below all the products and/or services your business will provide.

1c) Where will you operate your business from?
It may be from home, your production point, your clients' site, online, etc.

1d) Why are you suited to this business?

1e) Attach a <u>current and detailed</u> CV/resume and evidence of qualifications to your application.

2. Market Research

You will need to provide enough evidence/information to demonstrate that there is demand for your product/service.

For a business to be successful there must be enough people who want to buy your product or service. You also need to ensure your product or service is accessible to the people who may want to buy it. It has to be available in the right places in the right quantities and presented in a way that will be attractive to your customers.

Write a summary below detailing what you know and have found out about the 'marketplace' you intend to operate in. This information should demonstrate a need for your product or service.

3. Business Operations

3a) Licenses, permits, and regulatory requirements

List the licenses, permits and regulatory requirements that you will need to operate your business lawfully.

3b) Will you conduct business locally, regionally, nationally or internationally?

3c) Overseas Travel

Do you intend to travel overseas during your first year of business? **Y / N**

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4. Business Finances

4a) Capital Requirements

This section will help you to calculate the amount of money you need to get your business underway. It also looks at your ability to secure finance and who you will approach if finance is necessary.

Already own (equipment, stock, etc.)	**Approximate value ($)**
TOTAL	**$**

Need to acquire (equipment, stock, etc.)	**Approximate value ($)**
TOTAL	**$**

4b) Do you need to raise finance? Y / N

4c) How do you intend to raise the Finance?

□ Personal Income □ Bank Loan □ Family or friends □ Other _____

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4d) Revenue

Please estimate your first year business revenue (sales), considering the following:

- List all possible products and services (income streams) and estimate what you'll make each quarter.
- Think about times of the year that you'll be busiest, and how quickly your business will build. Make this a realistic 'wish list' of the work you'd like to see come through the door.

	QUARTER 1		QUARTER 2		QUARTER 3		QUARTER 4	
	Units Sold	Total $	Units Sold	Total $	Units Sold	Total $	Units Sold	Total $
Product/service: _____ Price per item or hourly rate charged: $_____								
Product/service: _____ Price per item or hourly rate charged: $_____								
Product/service: _____ Price per item or hourly rate charged: $_____								
Product/service: _____ Price per item or hourly rate charged: $_____								
QUARTER TOTALS	$		$		$		$	
GRAND TOTAL							**$ _____**	

Enquiries

For all enquiries please email neis@rmit.edu.au, or phone 1800 98 NEIS (6347) or (03) 9925 2933.