

# Student Enterprise Awards Business Template 2010

Please answer all sections below to the best of your ability. Please do not exceed 10 pages in total.

## Section 1 – Contact Details

### PROMOTER DETAILS

Name 1 & Team Lead: \_\_\_\_\_

Position in the Enterprise: \_\_\_\_\_

Faculty & Year (please state if postgraduate student) \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Name 2: \_\_\_\_\_

Position in the Enterprise: \_\_\_\_\_

Faculty & Year (please state if postgraduate student) \_\_\_\_\_

Email: \_\_\_\_\_

Name 3: \_\_\_\_\_

Position in the Enterprise: \_\_\_\_\_

Faculty & Year (please state if postgraduate student) \_\_\_\_\_

Email: \_\_\_\_\_

Name 4: \_\_\_\_\_

Position in the Enterprise: \_\_\_\_\_

Faculty & Year (please state if postgraduate student) \_\_\_\_\_

Email: \_\_\_\_\_

Name 5: \_\_\_\_\_

Position in the Enterprise: \_\_\_\_\_

Faculty & Year (please state if postgraduate student) \_\_\_\_\_

Email: \_\_\_\_\_

### COLLEGE DETAILS

Name of College: \_\_\_\_\_

Address: \_\_\_\_\_

Lecturers Name: \_\_\_\_\_

Lecturers Tel No & Mobile: \_\_\_\_\_

Lecturers Email: \_\_\_\_\_

Lecturers Signature: \_\_\_\_\_





**Competitors**

(Who are the competitors and what are their strengths and weaknesses?)

Competitor	Strengths	Weaknesses
Competitor 1		
Competitor 2		
Competitor 3		

**Promotion**

(Use the table below to provide details of the promotional plan)

Promotional Method	How	When	Cost
			<b>Total</b>

**Place/channels of distribution**

(Describe how you are going to effectively sell product and your Routes to market for example Transportation & logistics, storage etc)

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### Section 3 - Marketing

Is there evidence of a real international business opportunity?

If so describe:

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### Section 4 - Intellectual Propoerty

Have you legally protected your Product/Service to date?

Yes/No

If yes please describe:

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(Please note that this is not a requirement for rules of entry.  
The panel just need to ascertain that this is your team's original idea)

Are you aware of any other Patents, trademarks or copyright issues with your product?

If yes please describe:

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**Variable Costs**

Costs per annum	
Insert type of variable cost	
Insert type of variable cost	
Insert type of variable cost	
<b>Total variable costs</b>	£

**Pricing**

(Detail price make up for product or service)

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**Sales**

(Provide the monthly sales projections for the first 12 months of business trading)

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**Sales Assumptions**

(Provide details of the sales assumptions)

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**Fixed costs**

Costs per annum	
Rent & rates	
Heat & power	
Tel & internet	
Vehicle expenses	
Advertising & promotion	
Office supplies and postage	
Sundries	
Accountancy & legal	
Insurance	
Sundries	
Staff costs	
Finance charges	
Drawings	
NIC (Class II)	
Other:	
Other:	
Other:	
<b>Total</b>	

