

Export Fund Application:

« Project title »

« Business/Organization »

 Ref #:

 Date:

FEGO – Export Fund Project Proposal

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Project Proposal

1. **Executive Summary-** *Brief statement of project proposal covering background information, concise analysis and main conclusion max 1 page*
2. **Company Description –***Please write a brief introduction of the business/organization. Please include information on its establishment, legal status, offices, no. of employees by gender and core business of the organization, ownership, and governance (explain internal organization of the firm max 1/2 page*
3. **Vision and Mission – *Describe your Organization/Business Vision and Mission statement max 1 page***
4. **Market analysis** – maximum 1 page
	1. Market Description –Describe your actual market
	2. Market Segmentation –Describe how your actual market is segmented
	3. Competitors Analysis –Brief competitor’s analysis model -maximum 2 pages
5. **Concept Description** -Justify the reasons behind the endorsed concept note and describe your business
	1. Export Opportunities and Innovation- Explain how your idea is different, what changes are brought *and new to the market and how that is linked with fostering export opportunities*
	2. Scaling up Please explain if the project has the potential to be implemented at a wider scale
	3. Employment and Income-Please describe your actual number of employees (gender disaggregated), HR plan, new jobs created and influence on the income
	4. Safety and Security -Please explain if the project has the potential to address safety and security issues of concern
	5. Sales plan – Calculate your three-year sales plan in quantity &value and cash flow
	6. Promotion plan-Describe your promotion plan
6. **Addressing ecological sustainability** -Describe your approach in addressing of ecological *sustainability issues*
7. **Management and organization**- *Please describe your actual management and organization structure* ½ page
8. **Risk/ opportunities**- *Please provide information on the proposed project’s target in terms of the* following max ½ page
	1. Gender – *Please provide the information on the male/female ratio of the target group*
	2. Minority inclusion-Please provide the information on the total number of minorities included if applicable
9. **Financial projections** - *maximum 2 pages*
	1. Revenues –Company revenue projections including break-even point calculation
	2. Request for Co-finance-Justify your request for co-finance
	3. Return of Investments-Calculate and describe RoI
	4. Financial sources -indicate the financial resources that you invested in your company or you are planning to invest to implement your business plan
10. **Conclusions** –*Draft your conclusions in accordance with the project proposal submitted in max 1-page*
11. **Annexes**
	1. Business profile
	2. Budget and Cost Share
	3. Financial and Accounting System Information
	4. List of Employees
	5. Implementation plan
	6. Financial Statements

Note: The FEGO team may request for other and additional document as required for the application process.