**Competition for startup ideas “Show me your business mind!”**



**APPLICATION SAMPLE**

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| **What type of business activity do you have?** Example: Outdoor activity shop…

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| Please tick all activities that your business covers: |
| Group I | Group II | Group III | Group IV  |
| [ ]  Education  | [ ]  Environmental and natural resource protection | [ ]  Sale of food and beverages | [ ]  Animal food |  |
| [ ]  Technical assistance | [ ]  Environmental education  | [ ]  Sale of furniture and household articles | [ ]  Dairy products |  |
| [ ]  Training programs  | [ ]  Professional environmental and ecological services (waste collection, urban beautification) | [ ]  Sale of electrical appliances | [ ]  Agricultural products |  |
| [ ]  Research and Analysis | [ ]  Green (environmentally friendly) businesses | [ ]  Sale of textile and machinery | [ ]  Batteries |  |
| [ ]  Studies | [ ]  Nurseries and reforestation with native species | [ ]  Repair of watch, clocks and jewelry | [ ]  Vegetable and Animal oils |  |
| [ ]  Academic workshops | [ ]  Protection of historical monuments & public areas | [ ] Repair of footwear and leather articles | [ ]  Chocolate |  |
| [ ]  Information Technology | [ ]  Furniture | [ ]  Communication services | [ ]  Cosmetics |  |
| [ ]  Consulting Services | [ ]  Electrical appliances | [ ]  Radio and TV broadcasting | [ ]  Drugs and Medicine |  |
| [ ]  Marketing Services | [ ]  Fertilizers and Pesticides | [ ]  Retail trade | [ ]  Auto-mechanics |  |
| [ ]  Grain mills products | [ ]  Construction material | [ ]  Footwear and Textile | [ ]  Medical Lab |  |
| [ ]  Metal and woodworking machinery | [ ]  Musical instruments | [ ]  Bakery products | [ ]  Pharmacies |  |
| [ ]  Other\_\_\_\_\_\_\_ | [ ]  Sports equipment  |  |  |  |

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| **DESCRIBE YOUR BUSINESS PLAN** |
| **Describe your business idea** (Describe what your business will do. Describe who you think your typical customer(s) is. Give reasons why your customers will pay you to do what you do.)Example; “Shpetta” will be a sports shop, providing equipment and clothes for light and extreme sports for the citizens throughout Kosovo.  “Shpetta“will be a home-based business with Address: Dardania, P.N. Prishtina, Kosovo. It will be managed by Mr. Drin Shpuza, who will be the sole proprietor and two employees… |
| **Describe the products you want to make or sell, services you will provide**. (What are the features of your products or services? Are they different from others, and what is the pricing plan?)  **Objectives for the first three years of operation include:** * **Creating a service-based company whose #1 goal is exceeding customer's expectations**
* **To increase our number of clients through superior service**
* **To increase number of woman’s employees**
* **To develop a sustainable home-based business, living off its own cash flow**
* **To encourage youth to exercise and have positive energies**

Pricing and affordability in the market  |
| **Who are your customers?** (If your target market is divided into smaller groups? Describe these groups. What is the appeal of your product(s) or service(s) to them? What do you think, how much are they willing to pay for your product(s) or service(s)? How much will they consume? Is there a specific segment(s) you should focus more than others? Why?)Example: Belonging to sports community myself, “Shpetta” with its owner Drin, who has a lot of local and international friends and connections due to his long international and local job experience, we believe that with small marketing, info graphics and designs, we can inform all our future clients and make them choose our products and become our partner. |
| **Geographical area of operations** (Indicate where are you going to sell your products or services.)Own shop, cafeterias and sports gatherings?  |
| **Who are your competitors**? (Indicate at least 2 competitors in your area of operations. Give details of your main competitors, their strengths and weaknesses)

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|  | Name of Competitor (s) | Their Strengths | Their Weaknesses |
| 1 | Eddie Club  | Variety of equipment’s  | Poor services  |
| 2 | Sports goods  | Good machinery  | Bad location  |
| 3 | Sportina  | Affordable prices  | Low quality  |

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| **How you will advertise and promote your business.** (Marketing plan of your products/services and places where you will advertise them.)I will promote my business with small amount of money. I will focus mainly on social media and web portals.  |
| **Describe the organizational structure of the company.** (Indicate the number of full and part-time employees, interns that you employed or you are going to employ etc.)

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| Full time employees | 2 |
| Part-time employees | 4 |
| Interns | 2 |

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**Note:**

All documentation provided will be kept confidential and will be used only for applicant evaluation.

If you need any further information, please contact us:

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