***Instructions for filling out the application form***

1. **Personal Information**

*Enter the information about the applicant/applicants, as indicated in the title of the field.*

1. **Description of the Business Activity**

*Describe in detail the scope of your business , indicate the location where the business will be conducted; explain what will be the main purpose of the business; describe what kind of goods will be produced within the framework of the project, describe the special characteristics of your product that set it apart from the competition (if you plan on packaging the manufactured product, describe the packaging materials and the type of packaging, the packaging volume).*

1. **Income and Costs**

*Describe in detail the projected income / costs / profits from the product you will manufacture. In the part about the income, indicate the estimated sum that you will gain from the sale of the manufactured products. In the part about costs, list any costs related to the production of the product (for example, raw materials, wages, utility bills, etc.) In the part about profits, indicate the sum that will be gained from the sale of the products minus the costs. (Indicate all amounts in GEL). Begin the count from the month you plan to launch your business.*

1. **Amount requested, its purpose and the place of purchase**

*Describe the tasks / activities you will carry out with the co-financing funds, indicate the time frame and the purpose for spending the co-financing funds, as well as where you will purchase the assets, required for the business, using such funds. Assets to be purchased with co-financing must be bought in the territory controlled by Georgia. Note that at least 80% of the co-financing amount should be used for the purchase of fixed assets. The fixed assets will include machinery, equipment, implements, etc.*

1. **Available Assets**

*Provide information on the existing property that you plan to use for your activities. In the case of real estate, indicate the location, area (square surface) and purpose. In the case of movable property – model/name, the year when it was issued. Indicate the market value of each item at your discretion. Indicate whether you own intangible assets (for example, customer base, reputation, special rights, etc.), intellectual property (patent, trademark, computer program, training materials, etc.), and also indicate the working capital (materials, raw materials, supplies) in your possession (if any).*

1. **Experience and Qualifications of the Applicant(s)**

*Describe the skills (education, practical experience) of the applicant / applicants. Define the roles and responsibilities of each applicant in the planned business activity (note that you must indicate qualifications relevant to the roles and responsibilities).*

1. **Information about the Competitors**

*Explain who will be your direct competitor, who is engaged in a similar business. Compare the price and quality of your product with the prices and quality of competitors' products; Describe the distinctive features of your product that set you apart from the competition.*

1. **Marketing Plan and Information about the Market**

*Provide detailed information about the location where the activities will be carried out, describe where you plan to sell the products. List specific regions / villages / cities. If a preliminary agreement with retail facilities exists or negotiations are underway, provide the relevant information.* *Briefly explain the advantages of the selected location. Indicate how you plan to advertise your product; in what ways do you intend to deliver information to your potential consumers.*

1. **Additional Information (Optional field)**

*Provide any other information you deem appropriate for a better presentation of your business plan.*