**Tender for the Start Up of new Social Enterprises**

**in SERBIA**

**Application form**

**SECTION 1 - GENERAL DATA**

**Title of the proposal**

………………………………………………………………………….

**Legal data of the Applicant**

|  |  |
| --- | --- |
| Legal name of the Applicant |  |
| Address |  |
| Country |  |
| Diocese |  |
| Date of registration |  |
| Responsible person of the proposal |  |
| Email contact |  |
| Telephone |  |

**Bank account data of the Applicant**

|  |  |
| --- | --- |
|  |  |

**DESCRIPTION OF THE PROPOSAL**

**(a) Background of the proposal (max 2.000 characters)**

Please describe the starting point of your proposal:

* Who is the Applicant? Which is your experience with related activities to social business and social economy?
* How was your idea born or conceived?
* Which are the long-term objectives and strategies of your proposed Social Enterprise?
* Which are/will be the formal links of your proposed Social Enterprise with the local Church or Caritas?

**(b) Description of the proposal (max 2.000 characters)**

Please describe the objectives of your proposal and the main activities / actions / strategies to achieve these objectives.

Please clarify when and in which form you will legally register your Social Enterprise.

**(c) Analysis of the market and of the competition (max 2.000 characters)**

Please describe the needs of the market and the competition in your area:

* In which way did you analyze the market needs in your area about the products or services you are planning to offer?
* Are there any other similar businesses n your area? If so, how many and of what kind?
* At what price do they offer their goods/services?
* Which will be the differences among your and their services/goods in terms of price and/or quality?
* Which is the target (clients) of your service or product?

**(d) Analysis of the Economic Impact (max 2.000 characters)**

Please identify the planned economic benefits that can be achieved through your proposal, trying to be more precise as possible. In particular:

* Explain how this grant / investment will permit the start-up of your proposed business;
* Explain how are you going to re-invest any eventual profit generated by this grant;
* Describe the timeframe over which your business can becomeself-sustainable (or at which level/percentage of self-sustainability do you think your Social Enterprise can arrive).

**(e) Stakeholders analysis (max 2.000 characters)**

Who are the stakeholders to be involved during the implementation? In which way are you going to cope with them?

Describe the relationships with your stakeholders: Beneficiaries, Partners, Policy makers, Other funding bodies, Media, Others. Explain also which is the involvement and the role of the local Church.

**(f) Analysis of the Social Impact (max 2.000 characters)**

Please describe the general social impact of your proposal.

In particular, try to identify which social benefits will your community / beneficiaries / clients / organization receive by this proposal (such as: empowering people, employing vulnerable groups, involving stakeholders, creating relationships, other).

**(g) Marketing strategies (max 2.000 characters)**

If applicable, please explain which are the types of communication channels and related costs (advertising, promotion, marketing) of your services or products.

**(h) Length of the proposal and Timeframe**

The length of this proposal is … months*.*

*Example of Timeframe:*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Month 1** | **Month 2** | **Month 3** | **Month 4** | **Month 5** | **Month 6** |
| Activity 1.1 ….. | x | x |  |  |  |  |
|  |  |  |  |  |  |  |

**SECTION 3 - BUDGET AND BUSINESS PLAN**

**(i) Budget**

Please clearly identify the costs of the proposal, briefly explaining the reason for these costs (see example).

Please attach a pro-forma invoice for any cost above 2.000 EUR.

*Example of Budget lines:*

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of expense** | **Nr. and type of units**  **x Cost per unit** | **Total cost** | **Justification** |
| E.g. Wheat seeds | 2 tons of wheat seeds  x 500 EUR | 1.000 EUR | 2 tons of seeds to be planted in the 5 hectares of land of the agricultural social enterprise |
| … | … | … | … |
| **TOTAL AMOUNT REQUIRED** | **…** | | |

**(j) Business plan**

Please attach to this Application form also a Business Plan of your new Social Enterprise, if any.

**Applications to be sent via email by January 31st, 2018 to**

[**project.elba@gmail.com**](mailto:project.elba@gmail.com) **and** [**viktorc@caritas-beograd.org.rs**](mailto:viktorc@caritas-beograd.org.rs)