



OFFICIAL USE

APPLICANT NAME: _____

JSID: _____

DATE APPROVED FOR TRAINING: _____

PROPOSED TRAINING LOCATION: _____

MENTOR: _____

NEIS

Business Feasibility Study

MTC Australia:

**Bankstown
Carringbah
Maroubra**

**Burwood
Chatswood
Marrickville**

**Blacktown
Fairfield
Parramatta**

**Cabramatta
Hurstville
Redfern**

**Campbelltown
Liverpool
Surry Hills**

Requirements Checklist

- To be eligible for the NEIS Micro Business Course, **you must not be in employment, education or training. You must, however, have working rights in Australia to participate in the NEIS program.**
- You need to answer all questions on the application form. **Only those which are completed in full, will be assessed.**
- If your application is successful, you will be given the opportunity to enrol in a full-time Certificate III in Micro Business Operations course – You **must** attend 85% of the course.
- If you are sick, a medical certificate from your GP is required.**
- Centrelink Forms must still be submitted to your Centrelink every two weeks with NEIS Course specified as an Approved Activity.
- During the course you are expected to prepare a Business Plan for your business. This is competency-based and final outcome will be determined by your trainer/assessor upon completion of the training.
- If MTC Australia and the Department of Employment approve your Business Plan, then you will proceed onto the NEIS program for one year and receive:
 - Income support for 39 weeks (if eligible). This is equivalent to the unemployment benefit.
 - Recipients of Disability Support Pension, Carers Payment, Parenting Payment (Single) and some Department of Veterans' Affairs pensions can choose to remain on these payments while participating in NEIS (New Enterprise Incentive Scheme).
 - Mentor support for 12 months.
 - Rental assistance for a period of up to 26 weeks (only for those who are in receipt of rent assistance). **Not Commercial Rent.**
- You must be able to work full-time in the business. **Full-time is 35 hours per week.**
- As long as you are working Full Time in your Business, you can have a part-time job, but you can only make **twice** as much as your NEIS allowance per quarter before your NEIS allowance is suspended.

Required attachments (if applicable)

- If finance is required to start the business, you need to show proof in writing or a bank statement.
- You **must** attach a Resume / CV with this application.
- You **must** attach Certified Qualifications relevant to the business with this application.
- You **must** attach any licences necessary to operate the business e.g. a trade licence, Membership of Natural Therapies Association with this application.
- If you have previously been bankrupt, you **must** include written confirmation of discharge of bankruptcy with this application.

Mentor's Declaration

- I confirm that I have explained the requirements and recieved all of the required documentation. All documenation have been saved on G drive.*

Mentor's signature:

Date:

CONFIDENTIAL

NEIS Business Idea Application

Name: _____

Address: _____

_____ Postcode: _____

Jobseeker ID: _____

Phone: _____

Email: _____

How long have you been unemployed? _____

Location of your Centrelink office: _____

Which Jobactive office are you registered with:

Organisation: _____

Location: _____

Name of Jobactive Consultant: _____

Contact details (phone & email): _____

Have you applied for NEIS before? Yes No

(If yes, when?): _____

Have you ever been declared bankrupt? Yes No

(If yes, give date of discharge): _____

Business description:

Describe the business you are proposing and how you will make it unique:

Business owners:

List each person involved in the business – name, address, phone number, email:
(NB: you must retain 51% operational control to meet NEIS program requirements)

Your skills, qualifications and experience:

Your **business skills** (list those that will be relevant to your business):

Your **technical skills** (list those that will be relevant to your business):

Your **qualifications** (list those that will be relevant to your business):

Your **experience** – list aspects of your work/life experience that will be relevant to your business:

In what areas do you believe you need assistance in development, e.g. sales, marketing, financials, purchasing, pricing etc. What help are you expecting to get from the NEIS program?

Business Communications:

Do you have access to a reliable mobile, telephone and internet service provider at your proposed primary business office/location?

- Yes
- No If no, please outline how you will access reliable services?

Do you own a reliable mobile telephone that has the capacity to record a greeting and receive telephone messages?

- Yes
- No If no, please outline how you will provide customer service for your business?

Do you own or have access to the following items that are required to operate your business?

- Laptop/Desktop Computer
- Microsoft (or similar) computer programs
- Printer and Scanner
- Skills required to operate the above

If not, outline how you intend to operate your business.

Business Transport and Mobility

Do you own or have access to a suitable vehicle to use for your proposed business operations?

- Yes
- No

If not, outline how transportation will be achieved to operate your proposed business.

Market research:

Who are your customers? Describe the type of customer who will be targeted for your product or service:

What are the common characteristics of some of your potential customers and what they are seeking from your services/products/business?

Where are your customers to be found? Describe the **geographic profile** of your target market, e.g. CBD, Inner City, City metro + suburbs, interstate, national, outside Australia:

What **motivates** your potential customers to buy, and why would they choose to buy from you instead of purchasing from other businesses that offer similar products or services?

Awareness - how will your customers know that your business exists? How/where will they find you? (For example, Yellow Pages, Internet) – list options below:

Competition:

Who do your potential customers currently do business with? Provide information about **prices, strengths** of competition businesses and what the competition business **could do better**:

Your competitive advantage:

What advantages can you offer your potential customers, to influence them to change their buying habits and buy from you? What will your business offer that is better than your competition? What, in your opinion, are your weaknesses in comparison to your competitors?

Sales:

- How do you intend to obtain sales?
- How much of your product or service are potential customers likely to buy from you?
- What pricing will be effective for you and your customers?
- Will your sales be seasonal?

Market testing:

Have you offered your product or service on a hobby basis, on a “market testing” basis or through other employment? List below:

If you have undertaken market testing - what did your first customers buy? (If no market testing has taken place, which products/services do you believe your first customers will buy?)

What **comments** were made about your product or service?

List any other information that relates to market testing for your product or service:

Business, Legal and Regulatory requirements:

- Will you operate your business from home or another location?

Insurance:

- It is mandatory for all NEIS participants to have current insurance, from the commencement of their NEIS business with the Department of Employment (i.e. after the Training Program and business plan approvals have been completed)
- The minimum DE requirement is to have current public liability insurance (plus any other insurance that is relevant for that business)

Licenses

Do you need any licenses to conduct your proposed business e.g. professional, trade, food handling, accounting, tax agent etc.?

Business name registration:

Does your business name need **registering**? Yes No

If known, give your business name and comment on how the name **reflects your business** and suits your form of marketing or advertising:

Business structure:

Which type of business structure do you propose for your business?

Sole Trader Company Other: _____
(Please specify)

Financial considerations (please supply as much information as possible):

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Vehicle, Computer and other Equipment, Fittings, Fixtures:

Item	Currently owned (Value) \$	Need to purchase (Value) \$
TOTALS:	\$	\$

How will you fund the business?
(e.g., personal funds, bank loan, family loan)

Service businesses:

If you are setting up a service business, what is your hourly rate and how many chargeable hours per week do you anticipate would be invoiced?

Hourly rate: \$ _____ Estimated annual turnover: \$ _____

Provide some examples of your proposed product/services schedule and what your charges will be. For example:

Product / Service	Sale Price
<i>Eg</i> House Cleaning Hourly Rate Summer Dress Design Web Site Mow and Edge Standard House Block	\$35 per hour \$25 per dress \$800 per website \$40 per 150m square

Conclusion:

Read through this business proposal to assess how well you think you have presented it and note your comments below:

Client's Declaration <ul style="list-style-type: none"> I acknowledge that the information provided in this Business Feasibility Study is my own work/Business idea and contains no plagiarism. 	
Client's signature:	Date: