**Student Entrepreneurial Exploration Development (SEED) Fund**

SAMPLE

**Business Proposal**



The project proposal should be limited to 6 pages (in 12-point font). If you want to provide more information or reference, please put it in the appendix.

Project Title: The LEI Consultancy

Project Leader: CHAN Lo Hei (MKT, Y2, 4xxxxxx)

If this proposal is in Chinese, a separate 1-page English Abstract, a Budget Plan and a proposed use of the Fund (in English) are required.

Project Member 1: KUM Siu Fung (SOC, Graduate, 4xxxxxx)

Project Member 2: LEE Tai Man, Amy (CUHK, CDS, Y3, 5xxxxxx)

Project Advisor: Prof. CHAN Tai Man (MGT) (Optional)

Project Period: from 01/08/2020 to 31/07/2021 (12 months)

**Executive Summary**

Please provide a clear and attractive executive summary of this proposal, including a concise description of your business idea, the product/services to be developed and provided, and background of your business.

Deciding on the wording of your nature of Business is one of the first steps in creating a company in Hong Kong. It isn’t rocket science, but there are a few things to consider as you determine what nature of Business you will propose.

The LEI Consultancy is a Hong Kong-based consultancy firm that provides training and workshops for several innovative problem-solving methods, which include Design Thinking, Lego Serious Play, and Participatory Design. The consultancy firm is launched to train representatives from non-government organizations, social enterprises, and government organizations. The founder also has the vision to provide affordable training and workshops to these organizations at a lower price than the current market price.

**Problem Statement / Opportunity Statement**

Describe the problems that this project/business intends to address or the opportunities in the market that you are trying to seize.

**Proposed Solution or Business Idea**

Describe your product/services in detail. Explain how your product/services can address the problems or seize the opportunities. Elaborate on why this business idea is relevant and important.

**Objectives**

* Objective 1
* Objective 2

**Target Customers and Market**

Identify your target customers and market. Provide an analysis of the target market, e.g. its size, and potential growth in the market.

**Business Model**

Describe your pricing strategy, revenue model and cost structure, realistic assessment of the project viability, key partnerships (if any), and timeline to launch the product/services to the market.

**Competitive Advantages of the Product/Service over the Current Competitors**

Identify and analyse the current competitors in the market. Explain the unique value your product/service offers compared to existing solutions or competitors. Elaborate on what makes your product/services compelling to potential customers or users.

**Implementation Plan**

|  |  |
| --- | --- |
| **Timeframe** | **Milestones** |
| 1st Month | Set up FB/IG pages |
| 2nd Month | Company registration, 1st sale |
| 3rd Month | Purchase advertisement, update mid-term progress to LEI |
| 4th Month | Renting space |
| 5th Month | Customers/Followers reach xxx |
| 6th Month | ……………... |
| ….. | …………….. |
| 12th Month | Sales reach HKD xxx |

**Marketing Strategies**

Outline your marketing strategies and plan. Describe how you will reach and attract target customers, promote your products/services, and convert leads into sales.

Updating social media platforms with visually appealing content would be the basic step. Here are other ideas and directions as marketing strategies:

* Facebook and Instagram Ads: To look for potential customers and increase the number of sales.
* Promotion Period: To increase the number of sales: Free Shipping/Discount
* Influential Marketing: Look for popular parties on social media platforms (i.e., KOL) to ask for cooperation.

**Capability of Project Team**

Introduce each of the members of the team, including the skills, qualifications and experience, and the roles (responsibilities, tasks, or contributions) in the project. Highlight the role of Lingnan students in the project. CVs can be provided as an appendix.

**Expected Outcomes, achievements, impact, and contributions of the project**

* Key Performance Indicators and Measurement (i.e., how the impact/performance will be measured)

Provide countable expected outcomes

**Budget Plan (Expenses)**

|  |  |  |
| --- | --- | --- |
| **Items** | **Cost (HKD)** | **Remarks** |
| Logistic Fees | xxx |  |
| Packaging Materials | xxx | Printing fee |
| Shipping Fee | xxx | Products to customers |
| Printing | X | A4 size |
| Design Quotation | xxx | From A Company, B Company, and C Company |
| Instagram Ad Fee | xxx | Long-term promotion |
| Pop-up Selling Store Rental Fee | xxx | This may change according to the location |
| Weekend Market | xxx | Rent, décor fee, freelancer |
| Promotion Materials | xxx | Name card / Leaflet printing |
| Freelancer for Photography | xxx | Product photo taking and editing |
| **Total Amount:** | **$xxxxxxx** |  |

**Expected Incomes**

|  |  |  |
| --- | --- | --- |
| **Items** | **Income (HKD)** | **Remarks** |
| Product Sales | xxx | Unit price X Customer no. |
| Service Incomes | xxx | Package price X Sales no. |
| **Total Amount:** | **$xxxxxxx** |  |

**Proposed Use of Fund**

|  |  |  |
| --- | --- | --- |
| **Items** | **Cost (HKD)** | **Remarks** |
| Logistic Fees | xxx |  |
| Packaging Materials | xxx | Printing fee |
| Shipping Fee | xxx | Products to customers |
| Printing | X | A4 size |
| **Total Amount:** | **$xxxxxxx** |  |

#Use of funds: how do you want to spend the funding?

**Sustainability of the project/business**

**On-going related work funded from other funding sources**

Please list them here, if any

**Completed related work funded from other funding sources in the past three years**

Please list them here, if any

**Applications to any other funding sources (rejected / pending approval / to be submitted)**

Please list them here, if any