



Grassroots Entrepreneurs for EcoTourism

Proponent/s (Name of Individual or Organization):

Name of Project / Proposed Business:

Location:

Application Form

Proponent Contact Information:

Mailing Address:

Phone Nos. / Mobile:

Email:

<p>Brief Description of the Proposed Business (Features, process, sources of raw materials)</p>	
<p>Project Objectives</p>	
<p>Amount of Capital Needed / Start-up Budget</p>	
<p>Target Market: Volume & Description</p>	
<p>Distribution Scheme / Outlets</p>	
<p>Proposed Return on Investments / Projected Net Profit</p>	
<p>Communications Plan</p>	
<p>In what way will the business sustain the culture and the natural resources of the eco-tourism site?</p>	
<p>Will the business generate jobs for the local community? If yes, how many jobs do you project? If no, why?</p>	

Kindly send your Application Form along with your Business Plan to the GREET SECRETARIAT via mail/courier at 4/F Legaspi Towers 300 Roxas Blvd. Cor Vito Cruz, Manila or e-mail at greet@dotpcvc.gov.ph or tts@dotpcvc.gov.ph. Please indicate GREET Program Application as subject of your e-mail. Kindly limit your file size to 5MB.



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BUSINESS PLAN OUTLINE

Please be guided by the following template in writing your GREET Business Proposal.

1. INTRODUCTION

- Rationale: Describes why the project was conceived; establishes the need and the importance;
- Objectives: What the project hopes to achieve/ fulfill;

2. TECHNICAL ASPECT

- Description: What the project is all about, its characteristics, and features?
- Mechanics: Process/procedures; describes the steps/measures to complete.
- Technology/Materials: Mention type of materials to be used; requirements; features needed
- Sources of Raw Materials: Identify its supply
- Duration to Complete: Length to finish; volume produced/capacity; number of outputs at its minimum vs. maximum

3. MARKETING ASPECT

- Situation: Describes if there is a demand or supply in the environment;
What makes this product unique;
- Identify the GAP (supply vs. demand)
- Market Size: How many to be targeted?
- Target Clients
- Pricing
- Competition
- Promotion: How to sell?
- Distribution: Where to supply?

4. FINANCIAL ASPECT

- Amount of Capital: Based on expenses or production/marketing and other expenses, startup capital
- Expenses: Possible expenditures
- Revenue: Expected income
- Liquidity: Able to achieve enough funds to remain stable
- Projections: Based on volume of production and pricing set, determine how much to be earned/gained at a certain period of time

5. ECONOMIC ASPECT

- Multiplier Effect: How many to benefit? How many laborers/workers needed (creation of jobs)?
Other industries to be affected favorably; Quality of life improved
- Other Economic Factors: Poverty alleviation

6. SOCIAL/ENVIRONMENTAL ASPECT

- Project's social acceptability: Community's involvement and interest
- Improved social/cultural/way of life: Social values, norms, intact, way of living
- Identity Enhanced: No disruption, not badly affected
- Balanced ecology promoted/safeguarded: Benefits the environment and ecology

7. CONCLUSION

Mention perceptions, future outlook for the project benefit to the community/locality and to the country as a whole. Its influence and contributions towards the development, maintenance, protection and preservation of eco-tourism sites both quantitatively and qualitatively.

Visit the GREET Program website (www.wowpinoy.net/greet) for more information. For queries, please contact the GREET Secretariat at phone nos. 02 525 1255 / 02 525 9318 loc 244/250 or email us at greet@dotpcvc.gov.ph or tts@dotpcvc.gov.ph.

