



Clare Local
Development
Company

Clare Farm Idea Awards 2009



Have you an idea for a new business inside or outside the farm gate? Tell us about it! Enter our Farm Idea Awards Competition 2009

Name:			
Address:			
Telephone:		Mobile:	
Email:			
Herd Number or Fishing Number			

Prizefund of over €7,000 with the first prize of €3,000 sponsored by Clean Ireland Recycling Ltd.

Please answer the following questions and return the form to:

Gerry McDonagh, Rural Development Officer

Clare Farm Idea Awards Competition
Clare Local Development Company,
Westgate Business Park,
Kilrush Road, Ennis, Co. Clare

By 5pm Friday 27th November, 2009



Tell us about your business Idea!

1. Please explain your business idea

2. What inspired you to develop this business idea?

3. The market opportunity-who will buy your product or service?
(Are they in a specific age range, are they mostly male or female, do they have specific interests, do they live in certain places, or are they a very mixed group?)

4. What are the benefits of your product/service from the customer's perspective?

(For example, will it save them money or time, will it increase efficiency, does it do a better job than other products on the market?)

5. Distribution-How will you reach your customer with your product / service?

(E.g. Deliver with your own van, sell through internet, Co-op stores, from home, through a Farmers Market, etc.)

6. Promotion and Sales-How will you let people know about your product/service?

**7. Competition
Who are your main competitors?**

How will you differentiate your product/service from theirs?

8. What will you need to make your business idea a reality?

9. Additional information which you think is relevant to your business idea (optional)