**GHANA TOURISM DEVELOPMENT PROJECT**

**TOURISM SITES AND DESTINATION DEVELOPMENT PROGRAMME**

**TECHNICAL & FINANCIAL PROPOSAL TEMPLATE FOR THE SITE UPGRADE GRANT PROGRAMME**

**Small, Medium and Large Enterprises/Corporates may draft their Technical and Financial Proposals by themselves or may request Business Advisory/Development Services Providers to do so on their behalf for a fee. Fees charged by BAS/BDS Providers for the development of Technical and Financial Proposals may be included in the grant requests.**

**Please refer to the Page 3 of this Template for list of Eligible Costs and Activities that could be funded under the Site Upgrade Grant Programme.**

Technical Proposal must follow the guidelines in the table below:

| **Area** | **Application Questionnaire** |
| --- | --- |
| Applicant | * Name of applicant
* Phone number and email address
* Location address
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| Business | * What is the name of business?
* State the Mission and Vision
* Provide the address and phone number of the business
* Provide the physical location of the business
* Who are the owners of the business and what is the shareholding structure?
* How many full-time employees does the business have (male / female)?
* How many part-time /casual employees does the business have (male /female)
* Who are the beneficiaries (direct and indirect) of the business eg community, youth etc
* Website & social media pages
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| Product / Service | * What are the business’ products / services?
* What problem is the business solving / What opportunity is the business taking advantage of?
* Who are the customers of the products/services?
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| Technical and Financial Capacity | * Does the business have the capacity to match the grant (where applicable)?
* Does the business have an active financial management process/system in place?
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| Market | * Estimated market size for the product / service
* How much of the estimated size is expected to be captured?
* Who are the business’ key competitors
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| Risks and Mitigation measures | * What are the identified risks to the proposed project and how does the business intend to mitigate the risks?
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| Business performance | * How much revenue was generated in the last 2 years and what was the cost as a percentage of the revenue (for each year)?
* How many visitors have you had in the last 2 years or anticipate to have in the next one year?
* How much revenue was generated, and cost incurred in the previous quarter?
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| Revenue generation | * What is your sales approach for generating revenue? Leasing/ pay as you go etc
* Financial projections (for 2 years)
* What are the key assumptions for the projection
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| Funding Requirement | * How much funding is required? – Breakdown costs in Microsoft Excel.
* How do you intend using the funds?
* What results do you expect to achieve from completing the project?
* How will these results be tracked?
 |
| Impact  | * What positive impact will the proposed project have?
	+ Social
	+ Environmental
	+ Economic
* What negative impact will the proposed project have and how do you plan to mitigate against these?
	+ Social
	+ Environmental
	+ Economic
 |
| Sustainability | * Is there a succession plan for the business?
* How does the business plan to sustain and have potential multiplier effects or replication and extension of outcomes of the project?
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|  |  |
| --- | --- |
| **Eligible Costs/Activities** | * Matching Grants to undertake Civil works
* Matching Grants to undertake Small works such as quality upgrades (e.g. landscaping, site zoning, sanitation improvement, signage, lightning, pavements, etc).
* Procurement of tourism related capital Expenditure items.
* Funding research and analytics on markets, competitors, and sector trends.
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| **Ceilings & Co-Funding Requirements** | * Matching grants for qualified SMEs: 90% contribution to project costs will be provided to firms, up to a maximum of US$300,000.00 (Ghana Cedis equivalent);
* **The 10% Co-investment or matching contribution of Applicants may either be in cash or in kind.**
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