**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 |
| 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 |
| 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? |
| 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? |
| 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 |
| Risks and Mitigation measures | * What are the identified risks to the proposed project and how does the business intend to mitigate the risks? |
| 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? |
| 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 |
| 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. |
| **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.** |