



**OFFICIAL USE**

**APPLICANT NAME:** \_\_\_\_\_

**JSID:** \_\_\_\_\_

**DATE APPROVED FOR TRAINING:** \_\_\_\_\_

**PROPOSED TRAINING LOCATION:** \_\_\_\_\_

**MENTOR:** \_\_\_\_\_

# NEIS

## Business Feasibility Study

This form is a crucial first step in being accepted into the NEIS program so please complete all sections. Any sections left incomplete may compromise your eligibility assessment.

To be eligible for NEIS, you need to:

- Be at least 18 years of age
- Not be prohibited by law from working in Australia
- Be available to participate in NEIS training and work full time in your proposed business
- Not be an undischarged bankrupt
- Not have received NEIS assistance in the past twelve months

Information provided on this form will be treated according to MTC Australia's Privacy Policy, a copy of which is available at

[https://www.mtcaustralia.com.au/app/uploads/2017/09/Privacy\\_Statement.pdf](https://www.mtcaustralia.com.au/app/uploads/2017/09/Privacy_Statement.pdf)

We may need to contact your *jobactive* provider in order to properly review your application

This form can be completed in digital format. If you print it off to complete, please write clearly.



**CONFIDENTIAL**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Jobseeker ID: \_\_\_\_\_ D.O.B. \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Employment Services Jobactive provider: \_\_\_\_\_

Jobactive office with which you are registered: \_\_\_\_\_

Name of Jobactive Consultant: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Have you applied for NEIS previously?  Yes (When?): \_\_\_\_\_  
or  
 No

Have you ever been declared bankrupt?  Yes (Date of discharge?): \_\_\_\_\_  
or  
 No

What is your proposed business structure? Please mark one of the three options below:  
 Sole Trader  
 Company  
 Partnership \_\_\_\_\_% ownership now complete the following information)

Is your business partner NEIS eligible?  Yes  No

Business Partner Name: \_\_\_\_\_

Business Partner Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Business Partner Jobseeker ID: \_\_\_\_\_ D.O.B. \_\_\_\_\_

Business Partner Phone: \_\_\_\_\_ Email: \_\_\_\_\_



## Business description

**Idea** | Describe the business you are proposing:

**Unique Selling Proposition** | How will you make the business unique/better/different to others in the same market?

List your **SKILLS**, including those relevant to the proposed business:

List your **QUALIFICATIONS**, emphasising particularly those relevant to the proposed business:



List your **EXPERIENCE**, particularly the experience which directly relates to your proposed business:

**SWOT** | Keeping your proposed business at the front of your mind now answer the following questions.

Identify and list the potential strengths, weaknesses, opportunities and/or threats to the success of your business proposal. What are the areas where you will need assistance e.g. sales, marketing, financials, purchasing, pricing etc? What opportunities does the NEIS program present? What are the threats you may face?

Strengths | \_\_\_\_\_

Weaknesses | \_\_\_\_\_

Opportunities | \_\_\_\_\_

Threats | \_\_\_\_\_

Have you previously operated a business?

- No                       Yes - Briefly outline the type of sector or industry to which it belongs, its period of operation and some information about its success or closure.

Have you offered your product or service on a hobby basis, on a “market testing” basis or through other employment?

- Hobby basis
- Market testing basis
- Other Employment - explain below:



If you have undertaken market testing - what comments and feedback have you received? What products/services did your first customers buy? (If no market testing has taken place, which products/services do you believe will be most successful when you market test your business product?)

Will you operate your business from home or another location (name the location)?

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**Insurance:**

- It is mandatory for all NEIS participants to have current insurance, from the commencement of their NEIS business with the Department of Jobs and Small Business (i.e. after the Training Program and when business plan approvals have been completed)
- The minimum the Department of Jobs and Small Business requirement is to have current public liability insurance (plus any other insurance that is relevant for that business)

Do you need any licenses to conduct your proposed business e.g. professional, trade, food handling, accounting, tax agent etc.?

No                       Yes – Describe the licences below:

Does your business name need **registering**?     Yes                       No

If already registered, note your business name and comment on how the name **reflects your business** and suits your form of marketing or advertising:

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**Business Communications:**

Do you have a reliable mobile and internet service provider at the location where your proposed primary business office is or will be located?  Yes  No

Do you own or have access to the tools and/or technology that are required to operate your business? For example:

- Laptop/Desktop computer and necessary software
- Printer and Scanner
- Power tools
- Car

List additional equipment required including items not purchased.

**Market research**

**Description** | Describe the type of customer who will be targeted to purchase your product or service:

**Analyse patterns & supply** | From where will you source your customers? Describe the **geographic profile and reach** of your target market, e.g. CBD, Inner City, City metro + suburbs, interstate, national, outside Australia:



**Strategy** | How will your clients/customers know your business exists? What marketing approaches will you use? e.g. Signage, social media etc.

With whom do your potential customers currently do business? Provide information about **prices, strengths** of competition business/es and what these competition business/es **could do better**:

What advantages can you offer your potential customers, to influence them to change their buying habits and buy from you? What will your business offer that is better, different or unmet by your competition?

## Analysis

### Sales:

- How will you obtain sales?
- How much of your product or service are potential customers likely to buy from you?
- What pricing will be effective for you and your customers?
- Will your sales be seasonal?



Attempt a gross annual income and profit percentage calculation

How will you fund the business?  
(e.g., personal funds, bank loan, family loan)

Provide some examples of your proposed product/services schedule and what your charges will be. For example:

Product / Service	Sale Price
<i>Eg</i>	
<i>House Cleaning Hourly Rate</i>	<i>\$35 per hour</i>
<i>Summer Dress</i>	<i>\$25 per dress</i>
<i>Design Web Site</i>	<i>\$800 per website</i>
<i>Mow and Edge Standard House Block</i>	<i>\$40 per 150m square</i>





**Financial Position:**

ASSET Type	Currently owned (Value) \$	Need to purchase (Value) \$	LIABILITIES
Cash			Bills
Investments			
Insurance Policies			Mortgage/Rent
Superannuation			Credit card/s
House contents			Other Loans (including chattel mortgages, leases)
Car/s			
			Other (please specify)
Personal effects & tools of trade			
Other			
<b>TOTALS:</b>	<b>\$ (A)</b>	<b>\$</b>	<b>\$ (B)</b>

**Total ASSETS (A) – LIABILITIES (B) = \_\_\_\_\_**



At this stage of the Business Feasibility Study please read through what you have already documented and make any additional comments below.

Have you had any assistance completing this proposal? If yes, from whom and to what extent?

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How did you hear about NEIS with MTC Australia? Eg. Google, Facebook, Centrelink or jobactive flyer

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**Client's Declaration**

- *I confirm the information provided in this Business Feasibility Study is my own work/business idea other than as outlined above and contains no plagiarism.*

**Client's Full Name and Signature:**

**Date:**

## Requirements Checklist

- Check and ensure that you have completed all details on this application
- If finance is required to start the business, attach proof in writing or a bank statement.
- Attach a Resume / CV with this application.
- You **must** attach Certified Qualifications relevant to the business with this application.
- You **must** attach any licences necessary to operate the business e.g. a trade licence, Membership of Natural Therapies Association with this application.
- If you have previously been bankrupt, you **must** attach written confirmation of discharge of bankruptcy with this application.

### Please note

- If your application is successful, you will be enrolled in a Certificate III in Micro Business Operations. You will be expected to attend 85% face to face training of the course presentation. Although meeting the assessment criteria is not an essential requirement, this course is extremely valuable to the long term success of your business proposal.
- If you are sick on any of the training days, a medical certificate from your GP is required.**
- Centrelink Forms must still be submitted to your Centrelink every two weeks with NEIS Course specified as an Approved Activity.
- During the course you will prepare a comprehensive Business Plan for your business.
- If MTC Australia and the Department of Jobs and Small Business approve your Business Plan, then you will be offered a place in the NEIS program with MTC Australia for one year subject to the terms of a NEIS Agreement and will receive:
  - Income support for 39 weeks (if eligible). This is equivalent to the unemployment benefit.
  - Recipients of Disability Support Pension, Carers Payment, Parenting Payment (Single) and some Department of Veterans' Affairs pensions can choose to remain on these payments while participating in NEIS (New Enterprise Incentive Scheme).
  - Mentor support for 12 months.
  - Rental assistance for a period of up to 26 weeks (only for those who are in receipt of rent assistance). **This does not relate to any commercial rent.**
- You must be able to work full-time in the business. **Full-time is 35 hours per week.**
- As long as you are working Full Time in your Business, you can have a part-time job, but you can only earn **twice** as much as your NEIS allowance per quarter before your NEIS allowance is suspended (eg \$540/fortnight NEIS allowance = maximum part time earnings of \$6,480/quarter)

#### Mentor's Declaration

- I confirm that I have explained the requirements and recieved all of the required documentation. **All documentation has been loaded into the MTC NEIS Register.***

**Mentor's Full Name and Signature:**

**Date:**