

**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	<ul style="list-style-type: none"> <li>• Name of applicant</li> <li>• Phone number and email address</li> <li>• Location address</li> </ul>
Business	<ul style="list-style-type: none"> <li>• What is the name of business?</li> <li>• State the Mission and Vision</li> <li>• Provide the address and phone number of the business</li> <li>• Provide the physical location of the business</li> <li>• Who are the owners of the business and what is the shareholding structure?</li> <li>• How many full-time employees does the business have (male / female)?</li> <li>• How many part-time /casual employees does the business have (male /female)</li> <li>• Who are the beneficiaries (direct and indirect) of the business eg community, youth etc</li> <li>• Website &amp; social media pages</li> </ul>
Product / Service	<ul style="list-style-type: none"> <li>• What are the business' products / services?</li> <li>• What problem is the business solving / What opportunity is the business taking advantage of?</li> <li>• Who are the customers of the products/services?</li> </ul>
Technical and Financial Capacity	<ul style="list-style-type: none"> <li>• Does the business have the capacity to match the grant (where applicable)?</li> <li>• Does the business have an active financial management process/system in place?</li> </ul>
Market	<ul style="list-style-type: none"> <li>• Estimated market size for the product / service</li> <li>• How much of the estimated size is expected to be captured?</li> <li>• Who are the business' key competitors</li> </ul>
Risks and Mitigation measures	<ul style="list-style-type: none"> <li>• What are the identified risks to the proposed project and how does the business intend to mitigate the risks?</li> </ul>

Area	Application Questionnaire
Business performance	<ul style="list-style-type: none"> <li>• How much revenue was generated in the last 2 years and what was the cost as a percentage of the revenue (for each year)?</li> <li>• How many visitors have you had in the last 2 years or anticipate to have in the next one year?</li> <li>• How much revenue was generated, and cost incurred in the previous quarter?</li> </ul>
Revenue generation	<ul style="list-style-type: none"> <li>• What is your sales approach for generating revenue? Leasing/ pay as you go etc</li> <li>• Financial projections (for 2 years)</li> <li>• What are the key assumptions for the projection</li> </ul>
Funding Requirement	<ul style="list-style-type: none"> <li>• How much funding is required? – Breakdown costs in Microsoft Excel.</li> <li>• How do you intend using the funds?</li> <li>• What results do you expect to achieve from completing the project?</li> <li>• How will these results be tracked?</li> </ul>
Impact	<ul style="list-style-type: none"> <li>• What positive impact will the proposed project have? <ul style="list-style-type: none"> <li>○ Social</li> <li>○ Environmental</li> <li>○ Economic</li> </ul> </li> <li>• What negative impact will the proposed project have and how do you plan to mitigate against these? <ul style="list-style-type: none"> <li>○ Social</li> <li>○ Environmental</li> <li>○ Economic</li> </ul> </li> </ul>
Sustainability	<ul style="list-style-type: none"> <li>• Is there a succession plan for the business?</li> <li>• How does the business plan to sustain and have potential multiplier effects or replication and extension of outcomes of the project?</li> </ul>

<b>Eligible Costs/Activities</b>	<ul style="list-style-type: none"> <li>• Matching Grants to undertake Civil works</li> <li>• Matching Grants to undertake Small works such as quality upgrades (e.g. landscaping, site zoning, sanitation improvement, signage, lightning, pavements, etc).</li> <li>• Procurement of tourism related capital Expenditure items.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Funding research and analytics on markets, competitors, and sector trends.</li> </ul>
<b>Ceilings &amp; Co-Funding Requirements</b>	<ul style="list-style-type: none"> <li>• 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);</li> <li>• <b>The 10% Co-investment or matching contribution of Applicants may either be in cash or in kind.</b></li> </ul>