

# The Employment Investment Incentive for Tourism

**Employment Investment Incentive (EII) Application Form**

**Fáilte Ireland**

* **Background:**

The new Employment Investment Incentive (“EII”), which has replaced the existing Business Expansion (BES), was first announced in the Budget and is contained in the Finance Act 2011. The purpose of EII is to enable a company to have a share issue which, under the scheme of tax relief for investment in corporate trades, will attract tax relief for individual investors.

The function of Fáilte Ireland in respect of the EII is to assess, on behalf of the Revenue, whether tourism applications satisfy the criterion of a tourism undertaking. A listing of the various tourism undertakings which qualify for EII can be found at Appendix I below.

Full details of the EII, to include definitions, limitations, investment ceilings, tax relief and rules, can be found at the website of the Revenue Commissioners (“Revenue”), [www.revenue.ie](http://www.revenue.ie)

The issue of an EII Certificate of approval by Fáilte Ireland is confirmation that a company qualifies as a tourism undertaking. Such approval should not be taken as confirmation that:

A. The company will be regarded by Revenue as a qualifying company. The question of entitlement to relief is a matter to be agreed with Revenue.

B. Failte Ireland have assessed or considered the level or likelihood of risk associated with an investment in a qualifying entity.

* **Application Process:**

All applicants should complete the attached business plan; this should be submitted electronically to Fáilte Ireland via the following email address [EII@failteireland.ie](mailto:EII@failteireland.ie)

The application is a consultative process and applicants will be afforded the opportunity to provide additional information to support their application.

* **Approval:**

Applicants will be informed of the progress of their applications on an on-going basis. Where applications are successful, a Certificate of Approval will be issued directly to the applicant by Fáilte Ireland. All EII companies applying under tourism will be required to evidence such Fáilte Ireland approval in order to progress an EII application with the Revenue.

* **Post Approval:**

Fáilte Ireland has responsibility to monitor the implementation of the marketing and business plan over a three year period starting from the date the company commenced to carry on the qualifying trading operations. Failure to comply with the approved plans could invalidate the entitlement to relief under EII and in that event, Fáilte Ireland will notify the Revenue of non-compliance.

Fáilte Ireland will therefore maintain contact with approved companies in order to monitor the progress made since starting.

For further information, please contact Derek Walshe on 01 8847226 or [eii@failteireland.ie](mailto:eii@failteireland.ie)

# Name of Business and Contact Details

# Provide information about your business and main contact details.

|  |  |
| --- | --- |
| Business name |  |
| Business address |  |
| Main contact name (Promoter) |  |
| Contact number |  |
| Email address |  |
| Business website |  |

**Please confirm the following when submitting your application to Fáilte Ireland: *(please tick as appropriate:* ✓)**

|  |  |
| --- | --- |
| **I have read the scheme guidance note from the Revenue Commissioners (IT 55 document)** |  |
| **I understand that the EII is developmental in nature.** |  |

* **What Tourism undertaking are you applying for?**
* **Where applicable; is your property registered / listed with Fáilte Ireland?**

# The Business

* **Our business**

Provide a brief description of the business: type of business (nature of business/sector operating in, the business concept) description of property, access, proximity to customers/competitors/ amenities, etc.

* **Our operations**

Describe how the business will operate and include:

* opening hours, seasonality, etc.
* facilities and resources available to the business
* **Our vision for the future of the business**

# Briefly describe what you ultimately want to achieve in your business.

* **Our mission for the business**
* **Our goals and overall strategy for the business**

# Products and Services, Customers and Marketing

**Products and Services**

* **Describe the type of product being offered?**
* **Features of our products and services**

Describe the features of the products and services offered: the characteristics and uniqueness of your planned products/services.

* **Uniqueness of our products and services**

Explain how you will promote and sell the uniqueness of your products and/or services in your sales and marketing messages to distinguish them from your competition (include reference to telephone, face-to-face conversation, websites and print communications, as appropriate).

* **Benefits of our products and services**

Describe the benefits of the products and services offered: what the customer has to gain by buying your products/services.

**Customers**

* **Our key targeted customer types**

Provide information on your key targeted customers. Examples include families, tour groups, corporate clients and special interest markets, whether from domestic or overseas markets or both.

* **Our key targeted customer characteristics**

Provide further information on your key targeted customers in terms of their characteristics, their geographic locations, what their buying behaviour is and the proportion of sales to each customer type.

**Marketing**

* **Our main marketing activities (Both Overseas and Domestic)**

Provide a description of the main marketing activities planned showing how the potential of the business will be translated into sales. Marketing activities may include promotions, advertising and special offers.

* **Who is your target market?**
* **Research on the markets we will operate in**

Provide details on the research carried out in the market(s) you will be operating in.

* **Our pricing strategy**

Describe your pricing strategy in terms of the importance (or otherwise) of pricing as a competitive advantage, together with the approaches you will adopt when setting prices (mark-up, margin based, value based). Please provide details of your pricing policy.

* **Our distribution strategy**

Describe the main distribution channels associated with your offering (direct to consumer, via travel agents and/or tour operators) and how you will use those channels to sell your offering to Irish and overseas customers.

* **How we will promote our products and services (both Domestic and Overseas)**

Summarise your promotions strategy, the channels you will use to reach your target market: this will likely include engaging in sales, public relations and e-marketing activities.

* **Please provide a three year marketing plan which details the activities to be undertaken across each of the three years, with the respective cost of each activity demonstrate that 8% of EII monies raised will be discharged on out of state marketing?**
* **SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

# Staff Details

* **Our management team**

Provide the required qualifications and experience of your projected key people.

* **Our employees**

Give the projected number of employees by functions.

* **How many new jobs will be created as a result of EII funding?**

# Legal Status

* **The legal structure of the business**

Describe the legal structure of the business (sole trader, partnership or limited company) and, if appropriate, an explanation on why you chose that particular legal format. Provide the names and holdings of the shareholders as well as the directors where the structure is a limited company.

* **The legislative aspects of the business**

Provide details of the legislations and regulations that apply to the operating of the business (planning requirements, licences, registration, compliance with tax legislation, etc.).

**Please attach the following with your application:**

* **Company’s certificate of Incorporation and memorandum and articles of association**
* **A certificate from the relevant authority that the undertaking meets planning / health and safety / fire requirements**

# Business Assets

* **Premises**

Provide information on the business – its location, the property (and title) and its carrying value (where rented, provide details of terms, amount of rent payable, frequency of payment, leased term, years remaining).

* **Equipment**

Provide information on the current and proposed equipment needed (including vehicles, furniture and fittings), together with details on costs, funding, current value and when it will be fully owned / paid off.

* An upper limit applies to the proportion of total assets which can be devoted to land and buildings excluding fixtures and fittings. Such interest should normally be held freehold, but a leasehold with sufficient interest, e.g. 20 years or more, may be acceptable. Where applicable, it will be necessary to supply an auditor’s certificate confirming that the applicant company’s interest in land and buildings does not exceed 90% of total assets.

# Financial Information

* **Please provide details of funding arrangements?**
* **How much will be raised from EII? Please specify any other monies raised?**
* **Please provide (attached) a copy of the profit and loss account and balance sheet for the next 5 years and accompanying cash flow statements.**
* **Projected financial statements for 5 years (please attached)**

Provide projected financial statements for an appropriate number of years:

* Profit and loss accounts
* Balance sheets
* Cash flow statements

# Any other information