

## Dairy Modernization and Market Access (DiMMA) Programme Application Form

Application submission date (automatic)

Registration number (automatic)

### 1. Beneficiary Information

1.1. First name	
1.2. Last name	
1.3. Entrepreneurial status	
1.4. Personal identification number	
1.5. Date of birth	
1.6. Gender	
1.7. Contact phone number	
1.8. Additional phone number (with contact person indicated)	
1.9. Legal address	
1.10. Actual address	
1.11. E-mail	

## 2. Business experience

#1 Years of experience in business activities		<ul style="list-style-type: none"> <li>○ As founder or in a managerial position</li> <li>○ As an employee</li> </ul>
#2 Years of specific experience in the proposed project area		

## 3. Beneficiary Type

(dropdown menu)	<ul style="list-style-type: none"> <li>○ Dairy farmer (1-25 dairy cattle)</li> <li>○ Service provider (with relevant qualifications)</li> <li>○ Milk collector/processor beneficiary</li> <li>○ Alternative activities for youth</li> </ul>
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## 4. Funding under the DiMMA Programme

(dropdown menu)	<ul style="list-style-type: none"> <li>● Primary milk production</li> <li>● Milk collection point           <ul style="list-style-type: none"> <li>○ On summer pastures</li> <li>○ Milk collection point</li> </ul> </li> <li>● Milk processing plant           <ul style="list-style-type: none"> <li>○ Small scale</li> <li>○ Medium scale</li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li>• Alternative activities for youth</li> <li>• Veterinary services and artificial insemination</li> </ul>
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## 5. Information about the Proposed Project


5.1. Business area	(წარმოება; მომსახურება)(production; service)
5.2. Brief description of the business idea (max 200 words)	
5.3. Project implementation location (region, municipality, address)	
5.4. Cadastral code of the land plot	
5.5. Owner of the land plot	
5.6. Ownership form	<ul style="list-style-type: none"> <li>• Owned property</li> <li>• Lease/superficies</li> </ul> <p>In case of lease/superficies, indicate the number of years before the contract expiration</p>

## 6. Expected Outcomes

Projected income and job creation over the three-year project period.

	Initial Year	Year 2	Year 3
Income			
Costs			
Profit (auto-calculated)			
Number of women employed			
Number of men employed			
Total number of employees (auto-calculated)			

## 7. Investment Plan

	Total Cost	%
1 Purchase of fixed assets:		
1.2 Construction of production building / structures		
1.3 Machinery - equipment		
 Button "Add row"		
Total fixed assets	<b>TOTAL</b>	

## 8. Sources of Financing

	including		
	own funds	Loan	RDA's co-financing
Total project cost			
	%	%	%

## **9. Business Model**

### **1. Customer Segment**

Who are your customers? If necessary, divide customer segments (e.g., by product/service or package of products/services you intend to offer). Create a typical customer profile for each segment (e.g., middle-aged women in the municipality who...). Assess the market size (for each segment), i.e., how many people fit this "typical customer" profile and how many could become your customers.

### **2. Customer value**

For each identified customer segment, clearly establish their real problem and the value of solving it. How does your solution (product or service) address this problem? What is the unique value of your product/service for the customer? What differentiates your proposed solution from competitors?

### **3. Supply channels**

How will you deliver the value (product/service) to the selected segment? Through what channels will you deliver the product/service to your customer? Will you be a direct supplier or use intermediaries? Is after-sales support planned (e.g., warranty, return of defective products)?

### **4. Customer Relationship**

How do you plan to build, grow, and maintain your customer base? Will you provide additional information/training about the offered product/service? Will there be post-sale feedback mechanisms? How will customer input be incorporated into product/service development?

## 5. Revenue streams

For the selected customer segment, what is the planned frequency and pricing for each product/service? Describe what customers currently pay for competing products/services and what they might be willing to pay for your solution (customer value/service/product).

## 6. Key Resources

What resources are crucial to create value for your customers and meet their needs (e.g., personnel, equipment, tools, land, facilities, inventory, licenses)?

## 7. Key Activities

What activities must be performed to solve customer problems (create your product/service)? Describe the roles of and dependencies on the stakeholders involved in your production/service process.

## 8. Key Partners

Who are the essential partners for your business (e.g., suppliers, collaborators, investors)?

## 9. Cost Structure

Describe the cost structure for creating your product/service. Which costs significantly impact the production cost? List fixed and variable costs, explaining which change with production volume and why.