

# BE A MILLIONAIRE - BUSINESS CASE OUTLINE

Item	Description	Response
1) Personal Details	Name	
	Age	
	Gender	
	Town	
	District	
	Level of Education	
2) Your Business	Detailed description of what products or services you are providing	
	How long has the product/service been on the market?	
3) Market Need	What problem does your business solve in your immediate community?	
4) Value Proposition	What makes your product or service Unique?	
5) Target Market	Who is your customer? (By age group, gender, shopping habits, location)	
6) Competition	Who is your competitor?	
	What makes your product better than your competitor's?	



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7) Sales and Marketing	How do you get your product to your customer?	
	How do you market your business?	
8) Budget	How much do you need to sustain your business?	
	Give the breakdown of costs.	
	What are your sales forecasts for a year of operation?	
9) Your contribution	How much money (equity) do you have to expand the business?	
10) Benefit to community	How does your investment benefit the community in terms of jobs and skills transfer?	



# BE A MILLIONAIRE TERMS AND CONDITIONS

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1. This Promotional Competition (“Be a millionaire”) is organised by [Nile Breweries Limited] (hereinafter referred to as the “Organiser”).
2. The competition is open to any individual customer of [Nile Breweries Limited] who meets the requirements set out herein (“Participants”).
3. Participants must be permanent residents or citizens of [Uganda over the age of 18 to 35 years ‘youth’].
4. Participants will write a proposal showcasing how to use the UGX 1,000,000/= top start or boost a business.
5. Selected partner radio stations will call for applications to participate in this exercise.
6. The youth will send in letters describing their business model and why they deserve to win the UGX 1,000,000/= cash prize.
7. NBL and Enterprise Uganda will select the best 3 stories to read out on radio. These will be read daily and the public will then vote who has the best business potential to win the UGX 1,000,000/=.
8. The voted winner will be given a UGX 1,000,000/= cash prize to invest in their business.
9. Employees and immediate family members of any employees of the Organisers, its advertising agencies, advisers, and its affiliates and/or associated companies will not be eligible to participate in the promotion.
10. By entering the Competition, all participants and winners agree to be bound by these rules which will be interpreted by the Organisers, whose decision regarding any dispute will be final and binding. The Organisers reserve the right to amend, modify or change or postpone or cancel this competition, any prizes and rules at any time during the Competition, without notice at any time, for any reason which the Organisers reasonably deem necessary.
11. All Participants agree not to hold the Organisers liable for any damages to the person or to property or for any fatality or any financial loss whatsoever arising in connection with this Competition or any other claim.
12. All Participants of this Competition (including individuals and teams) hereby indemnify the Organisers, its advertising agencies, advisers, nominated agents, suppliers, its affiliates and/or associated companies against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Competition.
13. The Organisers may require any Participant to complete and submit an information disclosure agreement and indemnification to enable the Organisers to ensure compliance with these rules. Should any of the Participants be found not to have complied with these rules, he/she shall be automatically disqualified from the Competition.
14. The Organisers may require any Participant (at no fee) to be identified, photographed and published in printed media, or to appear on radio and television, when accepting their prizes and/or after they have received their prize. Should this become necessary, such Participant/s may be required to sign a letter of consent.
15. The Organisers shall have the right to use any photographs or video footage of any Participant in perpetuity at no fee.
16. Should a Participant be unable to travel on the stipulated dates for any reason whatsoever, such Participant will forfeit the prize (including failure to obtain a visa or any other required clearance for travel). The prize will not be transferable to third parties or commuted to a cash benefit.
17. All queries in connection with this Promotional Competition should be directed to [Nile Breweries Limited]. The competition shall be governed by the Laws of [Uganda].