

Directions: Complete...

Basic Business Plan Questions

Name: _____

Business Name: _____

Date: _____



1. Please describe your business. What service do you provide? Who are your customers? What is your target market/service territory? What are your operating hours?
2. How is your company owned? Please explain ownership structure along with ownership percentages?
3. Please describe why you are applying for financing. What is the total project cost for your project? What is your proposed equity injection/down payment? What is the source of your equity injection?
4. How will the proposed financing help your business? What changes will you make as a result of financing?
5. How many full time employees do you currently have? How many will you have as a result of financing? How many part time employees do you currently have? How many will you have as a result of financing?

6. How will you generate business? Please describe your proposed marketing strategy/plan.

7. Please describe current and proposed management of the company. Please provide a resume for manager and/or owner to provides day to day management of the company.

8. If your project involves renovation or building improvements, have you obtained a quote or estimate for the project? Do you have quotes/estimates for equipment to be purchased?

9. What happens to your business if something happens to you?

10. Do you have a customer concentration with any of your customers? Customer concentration means that one company accounts for 10 to 25% of your annual sales. If so, please explain.

11. Do you have a supplier concentration with any of your suppliers? Supplier concentration means that one company accounts for 10 to 25% of your annual sales. If so, please explain.

12. Please name three local competitors. Where are they located? What services do they provide? How does your company differ? What is your competitive advantage?

13. What is the address of your location? What is the square footage of your occupied space? What is your monthly lease expense? What is the term of your existing or proposed lease agreement? Please describe your location (is it a standalone building, unit in a strip plaza, office building, etc).

14. Please provide additional information about your business.