

BUSINESS PLANNING WORKSHEET

Date Completed: _____

The purpose of a Business Plan is to provide an operating guideline to manage your business effectively and successfully. This form has been designed to provide a basic outline for a Business Plan. You may use it as a general reference for completing your own Plan or simply fill in the blanks in as much detail as possible and return it with your application. If you need more room, please feel free to include the extra information on separate pieces of paper.

Name of Business:

Name(s) of Owner(s):

Business Address:

Business Phone:

1) Business type: Wholesale Retail Service Manufacturing

2) How long have you been in business? _____ years _____ months not yet in operation

3) Describe your plans for the future of your business:

4) Where will your business be located? What makes this a good location?

MANAGEMENT

Describe your background. Note your areas of special knowledge and experience as related to your business. Attach your resume. If anyone helps you manage your business, please provide information about his/her background as well. What else would be helpful to know about you?

MARKET AND PRODUCT INFORMATION

1) Where are most of your customers located?

Local (within 50 miles) Statewide Out of state Out of USA

2) Briefly describe your product or service:

3) What type of individual or company buys or will buy your product or service?
(Be specific. Not everyone will be a customer of yours.)

MARKET AND PRODUCT INFORMATION (CONTINUED)

4) Have any individuals or businesses formally agreed to purchase your product or service

Yes No If "yes", please attach copies of the agreements or contracts.

Comments:

5) Who are your biggest competitors? What sets you apart from them (why would a customer come to you instead of them)?

6) Do you advertise, or do you have plans to advertise? Yes No

If "yes", please describe. Feel free to attach business cards, ad clippings, letterhead, brochures, etc.
