

Description of Business

- ___ 1. Business form: proprietorship, partnership, corporation or cooperative?
- ___ 2. Type of business: retail, wholesale, manufacturing, service or consulting?
- ___ 3. What is the product and/or service? What makes it unique?
- ___ 4. Is it a new business? A takeover? An expansion? A franchise?
- ___ 5. When is your business open?
- ___ 6. Is it a seasonal business?
- ___ 7. How long have you been in business?
- ___ 8. What have you learned about your business from past operations or (if you're a start-up) from outside sources?
- ___ 9. Why will your business be profitable?
- ___ 10. What are your personal and business goals?

Product/Service

- ___ 1. What are you selling?
- ___ 2. What benefits are you selling?
- ___ 3. What is unique about your goods or services?
- ___ 4. If you are a consultant, what process will you use?

Market

- ___ 1. Who buys from you?
- ___ 2. Are your markets growing, steady or declining?
- ___ 3. Is your market share growing, steady or declining?
- ___ 4. Have you segmented your markets? How?
- ___ 5. Are your markets large enough for expansion?
- ___ 6. What social, political, regulatory economic and technological changes are taking place that could impact your industry, your market or your market's perception of and desire for your products/services?

Competition

- ___ 1. Who are your-nearest direct competitors?
- ___ 2. Who are your indirect competitors?
- ___ 3. How are the businesses similar to and different from yours?
- ___ 4. What have you learned from their operations? From their advertisements?

Product Development Plan

- ___ 1. What other products/services (if any) are you currently considering?
- ___ 2. What is your time frame for developing and introducing them?

Marketing Plan

- ___ 1. Who will actually buy from you (e.g., do you sell to distributors, wholesalers, retailers, businesses, consumers?) And how does this impact your marketing plan?
- ___ 2. How will you attract and hold your target market and increase your market share?
- ___ 3. Are you planning to enter or leave any markets?
- ___ 4. How do you price your products?
- ___ 5. Where are you (will you be) located?
- ___ 6. Why is this a desirable area? A desirable building?
- ___ 7. What kind of space do you need?
- ___ 8. Are there any demographic or other market shifts going on in your area that could impact your marketing plan?

Sales Plan

- ___ 1. Who will do the selling in your business? (You? Company sales people? Independent sales representatives?)
- ___ 2. What are your weekly, monthly and quarterly sales goals?
- ___ 3. What other checkpoints have you established for reaching those goals?
- ___ 4. What sales approach will you use?

Operations Plan

- ___ 1. How will you organize the flow of work through your business? (This is especially important if you have several people doing different parts of the overall tasks, such as in a factory or a farming operation.)
- ___ 2. How will you assure that all tasks are performed? Performed on time?
- ___ 3. How will you monitor quality?
- ___ 4. How will you keep costs under control?

Personnel Plan

- ___ 1. What are your current personnel needs?
- ___ 2. What skills will your employees need in the near future? In three years?
- ___ 3. What are your plans for hiring and training personnel?

Management Plan

- ___ 1. How does your background/business experience help you in this business? For your own use: What weaknesses do you have and how will you compensate for them? What related work experience do you have?
- ___ 2. Who is on the management team?
- ___ 3. What are their strengths and weaknesses?
- ___ 4. What are their duties?
- ___ 5. Are these duties clearly defined? How?
- ___ 6. What additional resources are available to your business?

Application and Expected Effect of Loan (Investment)

- ___ 1. How will the loan (investment) make your business more profitable?
- ___ 2. Will you buy or lease your equipment, location or vehicles?
- ___ 3. Do you really need this money? Or can you make do without?

Financial

- ___ 1. Have you completed your financial projections? (As a minimum you should have profit and loss statements, cash flow and income projections for three years and a current balance sheet.)
- ___ 2. Will you need additional cash? If so, how will you get it?
- ___ 3. Have you shown that your business will be profitable?