

Please answer all of the following questions in the space provided. If you need more room to write, please attach additional sheets of paper as necessary.

Name: _____

Business Name: _____

Business Address: _____ Phone #: _____

City: _____ State: _____ Zip: _____

Products and Services

1. Briefly describe each of your business's products or services:

2. Is there anything unique about your products or services?

3. Where do you purchase raw materials, ingredients, or other supplies needed for your products or services?

4. Where do you make your products?

Check all that apply

At Home

In your store or office

On site

At someone else's store or office

Someone else makes it for me

Other (please describe):

5. How do you sell your products or services?

Check all that apply

Over the phone or mail

On the Internet

Traveling or door-to-door

At your store or office

At someone else's store or office

Other (please describe):

6. How do your customers pay you? *Check all that apply*

With cash

By check

By credit card

On credit or in installments

Market

1. Who is your intended customer? Include demographic descriptions, such as age, gender, profession, etc.

2. Who are your 3 main competitors in the area?

3. How will you advertise your business to attract customers?

4. Why would a customer choose you over a competitor?

Money

1. Please describe, as accurately as possible, how much money it costs you to purchase the raw materials, ingredients, or other supplies needed for each of your products or services:

2. Please list the prices you charge to customers for each of your products or services:

Administration

1. Please list the key managers of the business and their duties, and attach a resume for each:

2. Do you have an outside accountant?

3. Are there any licenses or permits required to run your business? Do you have them already?

4. Do you currently have or plan to hire any employees? If so, please describe how many and what their job functions are.