I. Business Description
Describe your business.

II. Industry
Describe the industry in which your business will compete. What do you think the future holds for this industry?

What is the market for your product or service? What are the barriers for entering this market (production costs, marketing costs, licenses, technology, training, skills)?

Who is your competition? (Specific names or addresses?) How will your services compare with regard to price, quality and selection?
III. Marketing Plan
Define your product or service.

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What is your target market? How big is the market?
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Describe your typical customers. Where are they located? What are their income levels? Specific age, gender or occupation?
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What kinds of requirements does your business have for its location (dimensions, zoning, power, etc)? What are potential advantages and disadvantages of locations you are considering?
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What is your pricing strategy? How do your prices compare with the competition?
How will you distribute your product or service?

How will you promote your service or product? Will you use methods other than paid advertising for promotion?

IV. Operational Plan
Who are the employees that will run your business? What are their roles and responsibilities? What types of skills will they need? Describe their pay structure.

What kind of inventory will your business require and who will your suppliers be?
How will you keep records and accounts for your business?

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What types of permits, licenses or special insurance will your business require?

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What are potential risks for your business? How would these affect your financial situation? What measures will you take to ease the effects of these risks?

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What back-up plans have you made for yourself in the event of sickness, injury or personal emergency that might take you away from your business?

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What back-up plan have you made for the business in the event that sales or costs are not what you expected?

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V. Financial Plan
How do you intend to use this loan? How will the loan affect your business?

If you are expanding or changing your business, how and why will these changes improve your business?