



## SMALL BUSINESS LOAN PROGRAM BUSINESS PLAN TEMPLATE

### **I. Business Description**

Describe your business.

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### **II. Industry**

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

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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)?

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Who is your competition? (Specific names or addresses?) How will your services compare with regard to price, quality and selection?

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### 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?

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How will you distribute your product or service?

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

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**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.

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What kind of inventory will your business require and who will your suppliers be?

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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?

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

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