

1. BUSINESS PROFILE

Description of My Business

(Use this space to enter your description – YOU CAN MODIFY THE SIZE OF THE SPACE IF NEEDED)

1. Describe your product or service.
2. How does your business work?
3. What does it look like?
4. What makes your business unique?
5. What education do you need to start this business?
6. What license(s) or certification(s) are required to conduct this business?
7. Will your business be home-based, office-based, internet based, a franchise, network marketing, a retail store, local, state national, or international?
8. What problems are you solving with your product/service?
9. Additional requirements necessary for business sustainability.

2. TARGET MARKET

Target Market – Demographics for your target market

(Use this space to enter your description – YOU CAN MODIFY THE SIZE OF THE SPACE IF NEEDED)

1. What need does your product cover?
2. What are the demographics of your target market?
3. How can you best reach them?
4. What challenges do they face?
5. Can your service or product help them with these challenges?
6. What pushes them to make purchasing decisions?
7. Additional information as needed.

3. MARKETING/SALES PLAN

Dealing with your competition, planning how to market your products/service for sale

(Use this space to enter your description – YOU CAN MODIFY THE SIZE OF THE SPACE IF NEEDED)

1. Who will use your products (example: sports enthusiasts, teenagers, working mothers)? Describe why they would need/want your products/services and what makes them want to buy.
2. How and where would you find your customers?
3. How will you spread the word about what your business can do for your customers?
4. Why would your customers want to do business with you?
5. What are you going to charge for your product/service?
6. Who is your competition and how are you different?
7. Additional information as needed.

4. OPERATIONS

Business Operations – day-to-day plan

(Use this space to enter your description – YOU CAN MODIFY THE SIZE OF THE SPACE IF NEEDED)

1. How will you make your products or deliver your services?
2. For a product, describe how you are going to get the materials for your product, how are you going to assemble your product, and how are you going to package it for your consumer.
3. For a service, describe the process you will use to deliver your service to your customer.
4. Are there services your customer will expect after the sale?
5. What employees will be required to be hired/employed?
6. What are the hours of operation?
7. What are your technology needs and how will you solve them?
8. Additional information as needed.

5. FINANCIAL REQUIREMENTS

Funding for the Business

(Use this space to enter your description – YOU CAN MODIFY THE SIZE OF THE SPACE IF NEEDED)

1. Approximately how much money will you need to start your business?
2. How will you get the money?
3. To calculate your costs, create an **expenses checklist**:
 - List any equipment, furniture, or supplies needed to operate your business.
 - List the start-up costs for inventory, signage, sales & marketing tools, legal and professional fees, licenses, and permits.
 - Calculate your monthly overhead: rent, supplies, utilities, business insurance, taxes, and other services.
 - What are you going to pay yourself and your employees?
 - Additional information as needed.

6. PERFORMANCE

Business Report Card

(Use this space to enter your description – YOU CAN MODIFY THE SIZE OF THE SPACE IF NEEDED)

1. How will you measure your business success? Will you use total sales, customer satisfaction, customer retention, number of new customers, and/or profitability?
2. How will you know if you are successful?
3. How will you know if your business investment is paying off?
4. Additional information as needed.

7. COMMITMENT

How will I demonstrate my commitment to my business?

(Use this space to enter your description – YOU CAN MODIFY THE SIZE OF THE SPACE IF NEEDED)

1. What are you willing to do to make your business successful?
2. Why are you passionate about starting this business?
3. Are you willing to work long hours?
4. Are you willing to forego vacation time in the interest of making your business successful?
5. How will you demonstrate your commitment to your clients? Your employees? Your banker?
6. When times get rough, what is your backup plan to keep your business afloat?
7. Additional information as needed.