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BUSINESS NAME

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BUSINESS ADDRESS

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CITY, STATE & ZIP CODE

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AREA CODE & TELPEHONE NUMBER

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YOUR NAME

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BUSINESS STRUCTURE

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I. EXECUTIVE SUMMARY

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II. DESCRIPTION OF BUSINESS

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THE STORES OPERATION HOURS WILL BE

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III. MARKETING PLAN

A. GOALS

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**B. TARGET MARKET**

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**C. PROMOTIONAL STRATEGIES**

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**LIST HOW YOU WILL PROMOTE YOUR PRODUCT OR SERVICE:**

1. 

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2. 

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3. 

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4. 

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5. 

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6. 

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7. 

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8. 

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**D. COMPETITION**

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**THE COMPETITION INCLUDES:**

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WE PLAN TO BEAT OUR COMPETITION BY:**

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

E. LOCATION

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F. PRODUCTS AND SERVICES

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G. UNIQUE SELLING PROPOSITION

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1. SATISFACTION GUARANTEED

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2. VALUE

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3. CONVENIENCE

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IV. ORGANIZATIONAL PLAN

A. WORK EXPERIENCES

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B. MANAGEMENT

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C. PERSONNEL

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V. FINANCIAL PLAN

A. APPLICATION OF LOAN FUNDS

(\_\_\_\_\_)

Amount of Loan

1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	LOAN SECURITY DEPOSIT	_____
	TOTAL	(_____)
		Should match (A)

B. EXPECTED BENEFITS AND EFFECT OF LOAN FUNDS

1.	_____
	_____
2.	_____
	_____
3.	_____
	_____
4.	_____
	_____
5.	_____
	_____
6.	_____
	_____
7.	_____
	_____

C. APPLICATION OF EQUITY FUNDS

(What you have invested)

1.	_____	\$ _____
	Inventory	
2.	_____	\$ _____
	Equipment (office)	
3.	_____	\$ _____
	Furniture	
4.	_____	\$ _____
	Improvements	
5.	_____	\$ _____
	Office/Operating Supplies	
6.	_____	\$ _____
	Deposits (Rent, Phone)	
7.	_____	\$ _____
	Fixtures (Displays, Racks)	
8.	_____	\$ _____
	Decor	
	TOTAL EQUITY INVESTMENT	\$ _____

D. CASH FLOW STATEMENT

A CASH FLOW STATEMENT IS THE SAME AS A BUDGET. IT IS A PROJECTED STATEMENT THAT ESTIMATES HOW MUCH MONEY WILL FLOW OUT OF AND INTO A BUSINESS DURING A DESIGNATED PERIOD OF TIME, USUALLY THE COMING TAX YEAR.

