

Client First Name: _____ **Client Last Name:** _____

Executive Summary

1. My company name will be _____
2. My business purpose is _____

3. I plan to organize my company as (Corporation, Partnership, LLC, Coop, other)

4. I have been in business since or plan on starting on _____
5. Manager(s) of the company will be _____

6. My experience as an owner is _____

Products and Services

7. The products or services I sell are _____

8. The research I've done for my business has been _____

The Industry, Competition, and Market

9. I consider my competition to be _____

10. How I will measure against the competition: _____

11. My local competitors are _____

12. My regional competitors are _____

13. My national competitors are _____

14. Some of the trends I see in my industry are _____

15. Some potential areas I see for growth are _____

16. My typical customers have these characteristics in common _____

Marketing Plan

Marketing should address the four P's (*Product, Price, Placement and Promotion*)

17. My product or service is _____

18. My pricing is, or I determine it by _____

19. The places I will sell my product or service are _____

20. I will promote my product or service by _____

21. My competitive advantage is (why buy from me?) _____

22. I will distribute my product or service by _____

23. My use of advertising will consist of _____

24. I will get feedback from my customers by _____

Operating Plan

25. The location of my facility is _____
26. My experience with my product or service is _____

27. I will be involved with the business by completing the following duties: _____

28. Any special equipment I need for my business would include _____

29. If I need to hire new employees, I will need to hire these new positions: _____

30. I will schedule by (prepare and attach a work schedule with wages/positions) _____
31. I will provide the following benefits to my employees: _____

32. I will recruit my employees by or from _____

33. My suppliers and vendors are _____

34. Changes I am considering for the business (if purchasing an existing business): _____

Management and Ownership

35. The owners of my company are _____

36. Their resumes are attached _____

37. My attorney is _____

38. My accountant is _____

39. Other professionals that I will use are _____

SWOT Analysis

40. The strengths of my business are (internal characteristics) _____

41. The weaknesses of my business are (internal characteristics) _____

42. I see the following opportunities for my business (external characteristics) _____

43. I see the following threats (challenges) for my business (external characteristics) _____

Financials

44. The assumptions I am using to create my financials come from _____

45. The collateral I can use for financing includes: _____

46. My credit history is _____

47. My credit score is _____
(www.freescoreonline.com; www.creditsesame.com; www.freecreditscore.com)

48. If I am short of money for my project, I can get more from _____

49. My bank is, or the banks I would like to work with are _____

50. My Contact Details

Name: _____

Address: _____

Phone: _____

Email address: _____

Every company has different start-up costs depending on their business model. This section of the document is intended to guide you through the costs associated with start-up. Not everything will apply to your business model. Fill in what is relevant! The rest we can discuss at your appointment.

If you are building a new property, you will have:

Land: _____

Building: _____

Signage: _____

If you are purchasing an existing property, you may have:

Building: _____

Renovations: _____

Signage: _____

If you are renting, you may have:

Renovations: _____

Signage: _____

In all cases, the following may be part of your start-up expenses:

Equipment (business): _____

Equipment (office): _____

Furniture: _____

Fixtures (storage shelves, displays, etc.): _____

Initial Inventory: _____

Cost to organize: _____

- Registration with ND Secretary of State
- Business formation (consultation with an attorney if needed)
- Marketing
 1. Logo development
 2. Website
 3. Business cards
 4. Initial marketing campaign

Training (Do you have training for any staff prior to opening? If so list all costs associated with training): _____

Professional liability insurance (one year's premium costs): _____

You will have ongoing operating expenses for your business. Think through the following and provide information where you can. Bring your back-up calculations to your first meeting.

Revenues (this is always the toughest to think through!): _____

What are you selling (typical product/service)? _____

How many are you selling per month/week/day? _____

What is the average cost of the product/service you are selling? _____

The devil is in the details – list as many revenue sources as you feel you need to adequately understand how money comes into your business.

Cost of Goods Sold – this applies to some businesses – not all. If you are reselling and have inventory typically that is your costs of goods. Bring to your appointment any information you have on what the product will cost you to purchase and what you will then sell it for – we can calculate the COGS for you. If you have industry averages or any historical information, bring that as well.

Expenses (you may need to obtain quotes – complete as much as you can and we can work with you to identify what else we will need): _____

Employee Wages (we recommend you do a schedule and list positions with the hours worked and rate of pay for each as supporting documentation): _____

Supplies: _____

Maintenance (building, equipment or vehicles): _____

Advertising: _____

Car/Travel: _____

Accounting/Legal: _____

Rent: _____

Telephone/Internet: _____

Utilities – Gas: _____

Electricity: _____

Water: _____

Garbage: _____

Other: _____

Insurance: Professional liability _____
Automobile (if applicable) _____
Building contents _____
Key Man (if applicable) _____
Disability or Health (if applicable) _____

Lease: _____

Real Estate Taxes: _____

In the case of a purchase – please bring the past three years of profit and loss statements from the seller along with any changes you might consider.



U.S. Small Business Administration

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