# Company Description

Mission statement: Many companies have a brief mission statement, usually 30 words or less, explaining their reason for being and their guiding principles. If you have a mission statement, this is a good place for it in the plan, followed by company goals and objectives and business philosophy.

What business are you in? What do you do? What is your target market? How much revenue **(#)** do you expect?

Company Details: Describe your industry. Is it growing? What changes do you foresee in your industry, and how is your company poised to take advantage of them? How many major players are there in this industry?

* Form of ownership: Sole proprietor, partnership, corporation, or limited liability corporation (LLC)?
* Company history: Years in business, previous owners, successes, failures, lessons learned, reputation in community, sales and profit history, number of employees, and events that affected success. Discuss significant past problems and how you solved and survived them.
* Most important strengths and core competencies: What factors will make the company succeed? What are your major competitive strengths? What strengths do you personally bring to the business?
* Long term: What are your plans for the future of the business? Growth **(#)**? If so, at what rate and how will you achieve it?

Are you developing strategies for continued growth, increased production, diversification, or eventual sale of the business? What are your time frames for these?

Contact Information: email