

Borrower Name(s): _____

Telephone Number: _____



**Business
Plan**

YOUR BUSINESS IDEA

1) In a few sentences, please summarize your business or business idea.

2) Do you plan to build on an existing business or to start a new business?

TARGET MARKET

1) Who is your target customer? Describe their characteristics such as age, income, buying patterns, geographic area(s), trends, etc.

2) What need or opportunity is your product or service addressing?

TARGET MARKET

3) Who is your competition within or outside of the region? What are their strengths and weaknesses?

4) Why will people buy from you or use your services instead of the competition?

OPERATIONS

1) Do you have/need any specific equipment to operate your business?

2) Where will the business be located? Are renovations, repairs or improvements required?

PRODUCTION

1) What steps are required to make your product or to provide your service?

2) Who will do the steps above? Are you dependent on anyone and, if so, what will you do if they become unavailable?

MARKETING

1) What steps are involved in selling your product/service? Do you have time to produce and sell, or will distributors, shippers and agents be needed?

2) How will you connect with your target customer(s)?

MARKETING

3) Do you have a marketing plan? If so, please describe.

FINANCES

1) What price will you charge, how did you decide on it, and how does it compare with your competition? Will customers think this is a fair price?

FINANCES

2) List all funds from other sources you plan to use to start your business. This could include personal savings, loans, from friends or family, etc.

Source	Amount

3) How will the total funds from the microloan and those listed above be used? This may include equipment, inventory, materials, wages, etc. Be specific.

Source	Amount

4) If your business does not succeed, how will you repay the loan?

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NOTE: Please complete the Cash Flow Projection sheet located under the loan application forms.