



BUSINESS PLAN OUTLINE

In addition to the information requested in the Loan Application Checklist, all businesses without historical performance information should include a Business Plan in the Loan Application Package. This business plan should include, at a minimum, information related to the areas listed below:

- a. Purpose of your business
 - What product or service are you selling?
 - What is unique about your business?
 - What are your company's strengths and weaknesses?
 - What is the nature of this industry?

- b. Description of Market
 - Who are your target customers?
 - How large is the target market for your product?
 - Is the market growing?
 - What are your marketing and advertising strategies?
 - What is your company's pricing strategy?
 - What contracts or purchase orders do you currently have?

- c. Description of Competition
 - Who are your competitors?
 - What are your competitor's strengths and weaknesses?
 - What has been the failure rate of your competitors in the last few years, and why have they failed?

- d. Description of Management Capacity
 - What is your experience in this industry?
 - What is your management background?
 - Who will manage the business?
 - Do you have a lawyer, accountant or consultant to assist management?
 - Who are the other key management people within your company?

- e. Description of Legal Status
 - How are you legally organized? (sole proprietor, partnership, corporation - C or S, nonprofit, cooperative, etc.) When was the business formed? Please include a copy of your business license.

Please note that these questions are only a guide to some of the topics you may need to address. Not all of them will apply to all businesses, and just answering this list of questions will not adequately describe every business. For free assistance in developing a business plan, you can contact the nearest U.S. Small Business Administration office and/or the Small Business Development Center in your county. A Community First Fund Loan Officer can provide the appropriate contact information upon request.