

Business Plan Questionnaire

Business Name: _____
Address: _____
Phone: _____
Email Address: _____

General Information:

- 1.) What product or service does this business offer? _____

- 2.) What is the intention of the business plan (loan request; personal use)?
a. If a loan request, who will be the recipient (loan officer; SBA; angel; venture capitalist; friends/family)? _____
- 3.) What is the legal structure of your business (sole proprietor; partnership; LLC; S-Corp; other)? _____
a. Year formed? _____
- 4.) Is this a new or existing business? _____
- 5.) Will you require physical facilities to rent or buy? Specify square footage and monthly rate. _____
- 6.) Do you own intellectual property (web site; patents; other)? _____

- 7.) Owner's background and/or relevant experience (include a separate resume): _____

- 8) Management's background and/or experience (if different from, or in addition to owner): _____

Funds:

- 1.) Loan amount to request? _____
- 2.) How much will you invest (in addition to loan request) _____
- 3.) Owner's net worth (from personal financial statement)? _____

How will funds be used (specify dollar amount of each):

- a) Inventory? _____
- b) Real estate? _____
- c) Equipment (specify type)? _____
- d) Office equipment? _____
- e) Vehicle? _____

- f) Leasehold improvements? _____
- g) Purchase a franchise or existing business? _____
- h) Other? _____

Competitive Analysis:

- 1) Who is your general competition (be specific): _____

- 2) Who is your direct competition (be specific): _____

Sales:

- 1) Do you currently have sales? Specify amount (units and dollars) and timeframe acquired: _____

- 2) How were these sales acquired (website; storefront; etc.)?: _____

- 3) Will you charge sales tax (specify percentage per unit)? _____

Market Analysis:

- 1) Why is your product/service needed? _____

- 2) Who is your customer/target market? _____

- 3) Where are they located? Local, national, worldwide? _____

- 4) If your market is saturated why do you believe there is room for your business? _____

- 5) What is unique about your product/service? _____

- 6) What do you project will be your market share (approx percentage of total market base)? Why? _____

-
- 7) If an existing business or current sales, how much of the market do you currently “own”? How does this compare with industry standard? _____
-

Marketing/Advertising:

- 1) How do you intend to market/advertise (be specific): _____
-
- 2) Are there environmental concerns associated with your product/service? What are they and how will you address these concerns: _____
-

Customer Service:

- 1) What is your customer service plan? _____
- a. Will you be available after the sale to answer questions? _____
 - b. Will you employ a toll free telephone number? _____
 - c. How is your customer service plan different/better than your competitor? _____
 - d. What are your business hours? _____

Pricing Strategy:

- 1) How does your pricing compare to your competitor? Will you price similarly, higher or lower and why? _____
-

Financials:

- 1) Start up expenses (enter dollar amounts)
- a. Property/real estate: _____
 - b. Legal/Professional: _____
 - c. Advertising: _____
 - d. Utilities (deposits): _____
 - e. Operating capital: _____
 - f. Equipment: _____
 - g. Inventory: _____
 - h. Permits: _____
 - i. Insurance (specify type/amt) _____
 - j. Other (specify): _____
- 2) Monthly expenses (enter dollar amounts)?
- a. Loan: _____
 - b. Utilities: _____
 - c. Supplies: _____
 - d. Landscaping: _____
 - e. Cleaning: _____

- f. Payroll: _____
- g. Advertising: _____
- h. Legal/Professional: _____
- i. Consultant fees: _____
- j. Fees (specify): _____
- k. Insurance (specify type/amt): _____
- l. Auto _____
- m. Taxes (specify type/amt): _____
- n. Owner's withdrawl: _____
- o. Travel/Entertainment: _____
- p. Other (specify): _____

3) Growth Objectives:

a. Yr 1 (sales dollars/units):

Month 1 _____	Month 7 _____
Month 2 _____	Month 8 _____
Month 3 _____	Month 9 _____
Month 4 _____	Month 10 _____
Month 5 _____	Month 11 _____
Month 6 _____	Month 12 _____

b. Yr 2 (sales dollars/units):

Month 1 _____	Month 7 _____
Month 2 _____	Month 8 _____
Month 3 _____	Month 9 _____
Month 4 _____	Month 10 _____
Month 5 _____	Month 11 _____
Month 6 _____	Month 12 _____

c. Yr 3 (sales dollar/units):

Month 1 _____	Month 7 _____
Month 2 _____	Month 8 _____
Month 3 _____	Month 9 _____
Month 4 _____	Month 10 _____
Month 5 _____	Month 11 _____
Month 6 _____	Month 12 _____

4) Assumptions:

- a. Sale price per unit \$ _____
- b. Projected sales per day \$ _____
- c. Cost of goods sold (per unit)\$ _____
 - i. How is cost of goods sold calculated? _____

5) Beginning Cash (operating capital at launch for monthly cash flow)\$ _____

6) Assests (at launch) :

- a. Cash \$
- b. Accounts Recievable \$
- c. Inventory \$
- d. Supplies \$
- e. Land/real estate \$
- f. Buildings \$
- g. Equipment \$
- h. Furniture \$
- i. Office equipment \$

