

Applicant Information

Business Website:

Mobile Phone: _____ Email: _____

Business Background Information

What is the date the business was or will be established?

When will (did) your business open?

How much money will you need from loans and/or outside investment? How much will you contribute?

What is the money needed for?

How will the funds benefit the business?

Business Description

Include business sector, goods or services to be sold, suppliers, location, hours of operation, delivery methods for product or service.

Market Information

Who exactly are the clients in your market? Describe characteristics: age, sex, profession, income, etc.?

What is the present size of the market? What percentage will you have?

What is the market's growth potential?

As the market grows, does your share increase, or decrease?

How are you going to satisfy your market?

How are you going to price your service, product, or merchandise to make a fair profit, and at the same time, be competitive?

How will you attract and keep this market?

What price do you anticipate getting for your product? Is it competitive?

How did you arrive at the price? Will it ensure profitability?

What special advantages do you offer that may justify higher price (you don't necessarily have to engage in direct price competition)?

Competition

Who are your closest competitors?

How will you differentiate your product/service from theirs?

How are their operations similar and dissimilar to yours?

What are their strengths and/or weaknesses?

Location

What are the physical features of your building/space?

Is your building/space leased or owned? State the terms. Attach copy of lease.

If renovations are needed, what are they? What is the expected cost? Get quotes in writing from more than one contractor. Include quotes as supporting documents.

Does the zoning permit your kind of business? YES NO

Why is this the right building/space for your business?

How does this location affect your operating costs?

Management

Will you manage this business or will someone else manage the business?

What is your business background?

What management experience have you had?

What education have you had (both formal and informal learning experiences) which have bearing on your managerial abilities?

Please attach a current resume or CV for each owner of the business

Personnel

What other personnel is needed for this business? (Please list all key personnel with hours per week and salary requirements)?

Position	Hours	Salary
_____	_____	_____
_____	_____	_____
_____	_____	_____