

## BUSINESS PLAN

### Statement of Purpose And Application and Expected Effect of Loan

To whom are you addressing this plan? What is the purpose of writing this plan?

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1. Name of company applying for funds.  
\_\_\_\_\_
  
2. The formation of the business is.  
 sole proprietorship  
 partnership  
 corporation  
      common  
      subchapter S  
 limited liability company
  
3. Dollar amount of funds requested. \$ \_\_\_\_\_
  
4. What kind of loan are you applying for?  
 1 year       Line of credit  
 3 year       Commercial mortgage  
 5 year       Term Loan  
 7 year       Other (describe) \_\_\_\_\_
  
5. How much of your own assets will be invested in the business:  
 Cash \$ \_\_\_\_\_ Other Assets \$ \_\_\_\_\_ (Equipment, Etc.)
  
6. What Collateral/Security do you have to offer?
 

Certificate of Deposit	Net Value	\$ _____
Stocks/Bonds	Net Value	\$ _____
Real Estate	Net Value	\$ _____
Equipment	Net Value	\$ _____
Other _____	Net Value	\$ _____
  
7. Identify how the loan or investment will be spent:
 

Purchase Real Estate	\$ _____
Renovations	\$ _____
Equipment	\$ _____
Furniture	\$ _____
Working Capital	\$ _____
Other _____	\$ _____
  
8. Describe how the requested loan will effect your business.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
  
9. Describe your personal credit history:

Excellent    Good    Poor    Bankruptcy

10. Do you have a current copy of your credit report?  Yes  No  
If no, New Jersey residents are entitled to one free copy per year. Please order.
11. Do you have someone, with good credit, income, and assets will to co-sign?  Yes  No

**A. THE BUSINESS**

Describe your business (in 25 words or less).

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**B. PRODUCT/SERVICE**

1. List up to 3 main products and/or services you plan to sell or currently sell:

1> \_\_\_\_\_  
2> \_\_\_\_\_  
3> \_\_\_\_\_

2. List 3 reasons why people would purchase your products/services.

1> \_\_\_\_\_  
2> \_\_\_\_\_  
3> \_\_\_\_\_

**C. THE MARKET**

1. Describe overall market for your products and services including industry trends.

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2. Who is your TARGET customer? (What makes them your TARGET MARKET?)

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3. How will you attract and keep customers like these?

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4. Describe the market's growth potential and industry information researched.

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**D. PRICING**

1. List the prices/price ranges of your top 3 product/services.

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2. Describe how you determined your pricing.

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3. How does your pricing compare to your competition?

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4. Identify three (3) trade suppliers and their credit terms

1> \_\_\_\_\_  
2> \_\_\_\_\_  
3> \_\_\_\_\_

**E. LOCATION OF BUSINESS**

1. Your business address is?

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2. Your space is: [ ] leased [ ] owned [ ] Square footage required: \_\_\_\_\_

3. What renovations are needed and how much it will cost.

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4. List Zoning, License and Permits required to operate business.

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**F. THE COMPETITION**

List your 5 nearest competitors and why do customers buy from them?

1> \_\_\_\_\_  
2> \_\_\_\_\_  
3> \_\_\_\_\_  
4> \_\_\_\_\_  
5> \_\_\_\_\_

**G. MANAGEMENT**

Who will be the owner(s) of this business? \_\_\_\_\_

1. Describe your employment background and/or management and supervisory experience.

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2. Describe education and list certifications, courses and training related to this industry.

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**Duties and Responsibilities of Management**

1. Describe duties and responsibilities of management.

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2. List the salary of each member of management team.

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3. Identify 4 professional resources you will utilize? (Accountant/attorney/insurance broker/banker.)

1> \_\_\_\_\_  
2> \_\_\_\_\_  
3> \_\_\_\_\_  
4> \_\_\_\_\_

**H. PERSONNEL**

1. How many employees do you need? What will you have them do?

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2. Identify the credentials and skills required of employees.

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3. How will you find these skilled employees?

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4. Will employees be salaried or hourly, full-time or part-time?

Salaried                       Hourly  
 Full-Time                       Part-Time

5. In addition to basic benefits (UDI and worker's comp) you will offer any other insurance coverage?

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6. How will you train employees?

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**FINANCIAL PROJECTION ASSUMPTIONS**

In completing your Cash Flow (last page) what resources did you use to determine your income projection?

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**START UP COST WORKSHEET #1:**

**Acquisition costs**

Purchase Price of Business/Real Estate \$ \_\_\_\_\_  
 Loan Fees and Closing Costs \_\_\_\_\_

**Pre-payments/Retainers**

Insurance \_\_\_\_\_  
 Legal Services \_\_\_\_\_  
 Accounting Services \_\_\_\_\_

**Installation Charges**

Phone \_\_\_\_\_  
 Other \_\_\_\_\_  
 Equipment \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Leasehold Improvements**

Renovations \_\_\_\_\_  
 Electrical \_\_\_\_\_  
 Exterior Sign \_\_\_\_\_  
 Plumbing \_\_\_\_\_  
 Painting \_\_\_\_\_  
 Ceiling \_\_\_\_\_  
 Flooring \_\_\_\_\_  
 Lighting \_\_\_\_\_  
 Other \_\_\_\_\_

**Organizational Costs**

Trade Name Registration \_\_\_\_\_  
 Incorporation \_\_\_\_\_  
 Mercantile License (Local) \_\_\_\_\_  
 Permits \_\_\_\_\_  
 Other \_\_\_\_\_

**Advertising**

Brochures \_\_\_\_\_  
 Newspaper Ads \_\_\_\_\_  
 Grand Opening \_\_\_\_\_

**Supplies**

Sales (bags, boxes, etc.) \_\_\_\_\_  
 Office (pencils, etc.) \_\_\_\_\_  
 Stationery, business cards \_\_\_\_\_  
 Invoices, purchase orders \_\_\_\_\_  
 Other \_\_\_\_\_

**Inventory**

Open Stock for Sale \_\_\_\_\_

**Other**

\_\_\_\_\_

**Working Capital**

**Total Estimated Start up Costs**

**\$**

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