

Business Plan Questionnaire

1. The Business

- Who owns the business?
- What does the business do?
- When it started?
- Where do you operate?
- What are the business goals and what of those goals the business has accomplished over its lifetime?

2. Products/ Services

- What kind of Products or Services your business provide to customers?
- How these Products/Services benefit your customers?
- What is your basic pricing and cost structure?

3. Operations

- What hours you operate?
- Do you have a Storefront? What is the square footage?
- Do you rent or own?
- Do you own Equipment? If yes, what kind of equipment?
- Who are your principal suppliers?
- How you control your inventory, what is your inventory system?
- Do you have storage at your place?
- How many FTE's are on staff? What are their roles? If portions of the staff are paid as-needed for production as contract labor, detail as necessary

4. Customers

- Who are your customers?
- Where are they located geographically?
- If your customers are individuals (in contrast to businesses), describe them in terms of their age, male/female, income, ethnicity, etc.

5. Competition and Competitive Advantage

- Who is serving your same type of customer with similar services or products in the area?
- How is your competition marketing their products or services? Are their prices the same, less or more?
- Does your competition offer benefits that you do not?
- What are the advantages your business has over your competitors (personnel, marketing, financial strength)?
- What are the weaknesses of your business compared to your competitors?

6. Growth Plan

- What projects or expansion will loan proceeds enable? Describe any benefits of new products, sales/marketing initiatives, equipment capacity, etc. that the loan will fund.
- How many new employees will you hire, if any? What will their roles be, and approximate annual salary?

7. The industry

- Describe the industry you are in (such as food, clothing, etc.)
- Is the industry growing or declining and by how much?
- What are the major trends in the industry?

8. Business Summary

- Describe your Business Strengths
List the key strengths (4), which make your business successful (for example, location, one-of-a-kind product, specific niche strategy, etc.)
- Describe your Business Challenges
List the primary challenges your business faces (nearby competition; products come from one supplier; short shelf life of product/spoilage; promotion weakness, etc.)