



## General Company Description

**What business will you be in? What will you do?** \_\_\_\_\_

**Describe your industry.** Is it a growth industry? What changes do you foresee in the industry, short term and long term? How will your company be poised to take advantage of them? \_\_\_\_\_

**Legal form of ownership:** Sole proprietor, Partnership, Corporation, Limited liability corporation (LLC)? \_\_\_\_\_

Why have you selected this form? \_\_\_\_\_

## Products and Services

List your products/services and prices (however, not technical specifications, drawings, photos, sales brochures and other bulky items, which belong in Appendices of a completed Business Plan). \_\_\_\_\_

What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique/proprietary features. \_\_\_\_\_

What are the pricing, fee, leasing structures of your products or services? \_\_\_\_\_

Additional Help: Planning for Business Success Workshop; Public library, internet research; Make It Official Workshop.



## Customers

Identify your targeted customers, their characteristics, and their geographic locations, otherwise known as their demographics.

The description will be completely different depending on whether you plan to sell to other businesses or directly to consumers. If you sell a consumer product, but sell it through a channel of distributors, wholesalers, and retailers, you must carefully analyze both the end consumer and the middleman businesses to which you sell.

You may have more than one customer group. Identify the most important groups. Then, for each customer group, construct what is called a demographic profile:

- Age: \_\_\_\_\_
- Gender: \_\_\_\_\_
- Location: \_\_\_\_\_
- Income level: \_\_\_\_\_
- Social class and occupation: \_\_\_\_\_
- Education: \_\_\_\_\_
- Other (specific to your industry): \_\_\_\_\_  
\_\_\_\_\_
- Other (specific to your industry): \_\_\_\_\_  
\_\_\_\_\_

For business customers, the demographic factors might be:

- Industry (or portion of an industry): \_\_\_\_\_
- Location: \_\_\_\_\_
- Size of firm: \_\_\_\_\_
- Quality, technology, and price preferences: \_\_\_\_\_
- Other (specific to your industry): \_\_\_\_\_  
\_\_\_\_\_



- Other (specific to your industry): \_\_\_\_\_  
\_\_\_\_\_

## **Competition**

What products and companies will compete with you? \_\_\_\_\_  
\_\_\_\_\_

List your major competitors (Names and addresses): \_\_\_\_\_  
\_\_\_\_\_

How will your products or services compare with the competition? \_\_\_\_\_  
\_\_\_\_\_