

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? _____
