

## Simple Business Plan

This company, \_\_\_\_\_, was formed in \_\_\_\_\_ by \_\_\_\_\_, with the main business being to \_\_\_\_\_.

The primary customers are \_\_\_\_\_.

The primary supplies are \_\_\_\_\_.

The reason that customers do or will like our product or service is because we:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

This project will help retain or create jobs by:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

Number of Full-time\* Jobs to be Retained: \_\_\_\_\_; Number of Part-time Jobs to be Retained: \_\_\_\_\_.

Number of Full-time\* Jobs to be Created: \_\_\_\_\_; Number of Part-time Jobs to be Created: \_\_\_\_\_.

\*Full-time Jobs are 30 hours or more per week; Part-time Jobs are 15 hours or more per week.

Specifically, the loan funds will be used to

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

Marketing: We plan to “get-the-word-out” about our product or service by:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

Budget/Pro-Forma's

If your company was started in the past two years, please provide expected revenue and expense numbers for the next 12 to 24 months. You may use the attached form if you wish (electronic copy is available.)