ADDRESS/PHONE

[Email address]

Name of BUSINESS

BUSINESS PLAN

# Description of Business

Briefly describe your line of business also include (if you are an existing business ― when your business was established), where you are or will be doing business, the name(s) of the founder/owner and what product/service you will be selling.

Provide an overview of you or your partner’s expertise how many years you have been in the industry and why you will be able to successfully manage the business on a day to day basis.

If you are an existing business provide a brief history of your growth since your business was established. Briefly outline significant milestones in your company’s history

Discus your expected financial growth over the next 2-3 years, and briefly discuss how you intend to grow your business operations during this time. Explain what you intend to do with the business after the first three years of operations. This can include launching additional locations, increasing marketing budgets, expanding service/product lines, etc.

If the UEZ Microloan funds are an essential component of your new business or your expansion plans, briefly mention why these funds are necessary and how they will be used. (In the last section you will provide a more detailed breakdown).

# Products and Services

Provide a detailed description of your products and services. Explain why your product or service is superior etc.

# Marketing Plan

Here you should provide an introductory paragraph regarding your marketing campaign, which should include a brief overview of your marketing objectives, specialized marketing campaigns that you will use, and how much money you will spend on promoting your business during its grand opening and throughout the year.

Discuss how much money you intend to spend on marketing.

# Management and Personnel

Write a two to four paragraph biography about your work experience, your education, and your skill set. For each owner or key employee, you should provide a brief biography in this section.

Detail the number of secondary employs you have or plan to employ, and their function. You can also discuss employee payrolls, special employees needed for the Company’s operations. And other important aspects of your organization in this section of the plan.

# Industry Analysis

Discuss how many businesses are in the industry, growth trends, negative impacts regarding the economy on the industry, and how you see the future of your industry.

Customer Base and Competition

Describe the type of customer you are seeking to acquire. These traits may include income size, type of business/occupation; how far away from your business is to your customer, and what the customer is looking for. In this section, you can also put demographic information about your target market including population size, income demographics, level of education, etc. If you provide a niche for a specific religious or ethnic group you should explain it here. You can use bullet points to outline the general demographics of your customer base (for example):

• Age 25 to 60

• Annual income of $50,000+

• Lives within 15 miles of the business’s location

Showcase the number of businesses that compete with you, and why your business will provide customers with service/products that are of better quality or less expensive than your competition.

# Startup Costs (new business) or Assets and Inventory (existing business)

If you are a new business detail your startup costs (office furniture and equipment, renovations, inventory etc.). For an existing business provide a brief summary of your company’s assets and inventory and their approximate value.

# Source of Funds

In this section detail the sources of the funds needed to start your business. (If yours is an existing business you can skip this section.) Following is an example.

Equity Financing

* Owner Contribution $50,000
* Investor Contribution $25,000
* Total Equity Capital $75,000

Debt Financing

* Bank Loan $150,000
* Total Debt Capital $150,000
* Total Capital $225,000

# Usage of UEZ Microloan Funds

Provide a detailed breakdown of how you will spend the UEZ Microloan funds, and how these funds will enhance the growth of your (existing) business or provide (or augment) the necessary funding to establish your (new) business.

A Picture is worth a Thousand Words

 Provide professional looking images of your store/showroom/warehouse/trucks etc.

 If you have a website ― reproduce the Home page.

 If you have professional looking ads or flyers ― showcase them here.