

History and Description of Business

1. Company History

What is your company's name and where is the company located?

Is the project location different from your company's location?

What is your company's Federal I.D. Number?

What is your company's fiscal year?

Is your business an Existing Business or a New Business?

Is the project a relocation of your business?

When did you buy or start this business?

What is the business structure of your company?

Why did you create or acquire your company?

Explain how the company has evolved (or will evolve) under your leadership.

How has the company changed recently?

What is the purpose of this project?

This loan is to help pay the following:

How does it affect your company?

If you have previous SBA financing, what is the present loan balance and guarantee (%) to the bank?

2. Product Line

Type of products sold or services provided?

3. Operation

Key people involved in the operation of the company and their responsibilities?

Detail on how the products and services are provided?

If the company is a franchise, how does the franchise impact the operations?

How often are the financials prepared and by whom? Who reviews the financials?

Are the products and key people insured?

Are you required to have Worker's Compensation Insurance?

Do you have the need for bonding?

4. Markets

What markets are accessed?

What is the forecast for the market?

Type of marketing programs used includes:

Sales levels and market share (Cross reference with cash flow explanations and projections.)

5. Competition

Who are the main competitors? How do you deal with the competitors?

What sets your company apart from the competition?

6. Employment

7. Professional Associations

What associations do you and/or your company belong to?

Are there any conferences or trade shows you attend or participate in?

Are there any trade publications you subscribe to?