



3. What geographic area do you plan to serve?

4. Who are your competitors?

a. What do they do best?

b. What are their weaknesses?

c. What are you particularly good at and how does fit into a niche?



7. What are the market potentials in your geographic trade territory? (demographics, consumptions, etc.)

8. What are your goals and objectives for the business? (Long term and short term)

9. Describe your marketing plan, include advertising, promotions, pricing, strategies, products, and places.

10. Financial Plans – include Pro Forma P&L, Cash Flow, Balance Sheets, Break Even.

11. Management and organization of the business. (include info on management, employees, schedules and responsibilities).

12. Explain your exit plan from this business. How will you harvest this business? It might be by transfer, sale, or any other means to exit the business.