



To help us understand your business and financing needs, a business plan should describe the elements important to achieving a profitable enterprise. While the topics described below are customary, you may decide where to place emphasis or to add others. Not all of the issues may bear upon your business. If you have questions, please call us at the telephone number listed in our Small Business Loan Application.

- I Executive Summary: a one or two paragraph overview of the type of business, products or services, location, principals, estimated annual sales, and loan request.
- II The Business
 - A. Product or service description
 - B. Key suppliers and/or equipment
 - C. Management team
 - a. Experience
 - b. Why is it qualified?
 - D. Analysis of estimated sales and expenses
 - a. Who are your customers and how do you estimate sales volume?
 - b. What is your competition and how will you compete (price, service, other)?
 - c. What are the critical expense or cost factors in the business?
 - E. Is there special technology or expertise important to your business?
 - F. How will you organize and staff your business?
 - a. Organization chart
 - G. Are consultants, professionals or franchisors important to starting your business?
 - a. Who are they?
 - b. What support do they provide?
- III Financial Data
 - A. Beginning balance sheet
 - a. Source of equity capital
 - b. Description of borrowing requirements
 - B. Three year projections
 - a. Year-end income statements
 - b. Year-end balance sheets
 - C. One year cash flow projection by month
 - D. Historical financial statements
 - a. You may reference business and personal financial statements provided with your loan application.
- IV Supporting Documents (if applicable)
 - A. Contracts, letters of intent, agreements, or other relevant materials
 - B. Resumes of principals (if available)
 - C. Product brochures

If you already have a business plan but it doesn't cover some of the topics mentioned above, you may submit it with additional information pages as you feel appropriate. An adequate business plan may be 5 – 10 pages in length.