

**[BUSINESS PLAN]**

Applicant \_\_\_\_\_

City and State \_\_\_\_\_

**PART I**

1. Why did you select your present or the proposed location?

2. Is the neighborhood \_\_ new \_\_ established \_\_ residential \_\_ commercial

3. Who will be your customers and why will they come to you at this location?

4. What parking facilities are available to you? Will they be adequate?

5. What are the terms of your lease (enclose a copy of the lease), or the terms of your mortgage?

6. What is the physical condition of the building?  
\_\_ good \_\_ fair \_\_ poor

7. What competition do you have in this location? How close?

8. Have you determined whether your building complies with local building codes and zoning ordinances? Occupational Health and Safety Regulations? Environmental Protection (air, water, and noise) Regulations? Others?

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9. What licenses or permits are you required to have to start operations?

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**PRICING AND ADVERTISING**

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10. Your merchandise will fall into what price range?  
\_\_ high \_\_ medium \_\_ low

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11. Will you sell for only cash? \_\_ yes \_\_ no

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12. If you offer credit, will your prices be higher?

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13. How do your prices compare with your competitors? If yours are higher, why will people buy from you?

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14. What type of advertising will you use?  
\_\_ radio \_\_ TV \_\_ handbill \_\_ newspaper \_\_ other (specify) \_\_\_\_\_  
Why? How often? How much will it cost?

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**PART II--START-UP COSTS**

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Whether you are starting a new business, moving to a new location, opening a new branch, or expanding your business, you will have some "start-up" or one-time expenses. In all applications for such purposes, complete the appropriate items below.

- 1. Real estate, furniture, fixtures, machinery, equipment:
  - A. Purchase price (if paid in full with cash)    \$ \_\_\_\_\_
  - B. Cash down payment (if purchased on contract)    \$ \_\_\_\_\_
  - C. Transportation and installation costs    \$ \_\_\_\_\_
  
- 2. Starting inventory    \$ \_\_\_\_\_
  
- 3. Decorating and remodeling    \$ \_\_\_\_\_
  
- 4. Deposits
  - A. Utilities    \$ \_\_\_\_\_
  - B. Rents    \$ \_\_\_\_\_
  - C. Other (identify)    \$ \_\_\_\_\_
  
- 5. Fees
  - A. Accounting, legal, other    \$ \_\_\_\_\_
  - B. Licenses, permits, etc.    \$ \_\_\_\_\_
  - C. Other (identify)    \$ \_\_\_\_\_
  
- 6. Initial advertising costs    \$ \_\_\_\_\_
  
- 7. Accounts receivable ( \_\_\_ days sales)    \$ \_\_\_\_\_
  
- 8. Salaries and owner's draw until store opens    \$ \_\_\_\_\_

9. Other

\$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_