



Business History

Please write about each of the business elements listed below. Include any brochures, advertising materials or printed history of the business if available. (Use separate attachments if necessary.)

General Information:

Date business started: _____

What kind of business is it? (*construction, manufacturing, retailing, services, etc.*) _____

Date business originally acquired by the seller and reason for selling: _____

Products Or Services/Description Of Business Activity:

If a manufacturer, describe the products you plan to make. If you are a retailer, discuss the various types of goods to be sold. If you are a service business, describe the services offered. _____

Sales/Marketing Activity:

Who will or do you sell to? (*retailers, wholesalers, the public*) _____

List your key customers. _____

How are your sales made? _____

Who are your suppliers and what are their credit sales terms? _____

How do you determine the price of your products or services? _____

How will or do you advertise? What promotional activities will you or do you conduct to generate sales? _____



Business History

(Continued)

Competition: Briefly list and describe your major competitors. _____

What advantage will or does your business have over your competitor's operation? _____

What is the approximate distance of your competitors, relative to your current/proposed location? _____

Location: If a retail business, describe the area and the customer base. _____

Describe your business locations' advantages and disadvantages. _____

Facilities: Describe the type and condition of the building, if applicable. _____

What improvements are needed, if any? _____
