

Business Plan Summary Update

For all the items below, you will ultimately need to know how much they cost.

1. **Name(s):** _____
2. **Company Name:** _____
3. **Facilities**—*Briefly describe your location. Include address, name of shopping center or complex, square footage, and advantages of the location. (If it's an online business, include your website AND where you plan on housing your products)*

4. **Type of Financing**

- a. Loan
- b. Investment
- c. How much do you need to start? \$ _____

5. **Use of Funds**—*Put 0 for the areas you don't need.*

- a. Land/Building: \$ _____
- b. Computer Equipment: \$ _____
- c. Office Equipment/Supplies: \$ _____
- d. Vehicles: \$ _____
- e. Inventory: \$ _____
- f. Hiring Employees: \$ _____
- g. Other List: \$ _____
 - i. _____
 - ii. _____
 - iii. _____
 - iv. _____

6. **Products and/or Services**—*Briefly describe the product(s)/service(s) you plan on selling.*

7. **Your Market**—*Who are your customers? Describe demographically/geographically.*

8. **Marketing**—*Describe how you plan on marketing. (Check off those that apply)*

- a. Internet ads
- b. Print ads (Newspapers)
- c. Radio Ads
- d. Outdoor Ads (Billboard)
- e. Telemarketing
- f. Direct Mail
- g. TV ads
- h. Other (List):

9. **Certifications**—*List the certifications/Licenses you'll need to operate. (At the very least, everybody needs a business license/permit.)*

Name	Name
1.	5.
2.	6.
3.	7.
4.	8.