



For loan requests less than \$50,000, this questionnaire may be used in lieu of submitting a complete business plan.

## Description of the Business

**Describe your business.**

**What is your experience in this type of business or related business?**

**How much business financing are you applying for? How will the money be used? How will it benefit your business?**



## Competition

**Who else is doing this? List three:**

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**What do they do well (strengths)?**

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**What do they do poorly (weaknesses)?**

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**What do you do differently from them?**

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## Promotion

Who will buy your product/service? How will people know about your business?