**[Business Name]**

**Business Profile**

1. **Products and Services**

*Briefly describe the products or services offered by this business.*

1. **History**

*When was this business established, and what are the results (successes & challenges) to date?*

*Or, if the business is a new start-up, what progress has been made towards launching the business?*

1. **Future Plans**

*What are the business’s strategic goals for the next 1 to 3 years? How will the business achieve these goals?*

1. **Loan Request**

*How will the loan requested from Cooperative Federal help the business achieve its goals?*

1. **Marketing Strategy**

*What is the target market for this business? How will the business reach its intended audience?*

1. **Competition**

*What other businesses offer a similar product or service to your target market? How will the business deal with the competition?*

1. **Management Qualifications**

*What is the professional, entrepreneurial, and /or educational expertise of the owners, managers, and/or other key staff?*

1. **Technical Assistance and Advisors**

*Has the business received training or advising from any local business development agencies? Is the business working with any mentors or advisors? If so, please briefly describe the assistance received.*