**Write On Point, Inc.**

**Business Plan Questionnaire**

Please complete as much information as you can. In some cases, especially start-ups, you may not know the answer or the question may not be relevant. If this is the case, please feel free to skip the question.

We are skilled at using assumptions and industry standards to assist in formulating responses but keep in mind the more information you provide, the more specific your plan will be to your business.

When finished please return via email attachment to:

businessplans@writeonpoint.net or fax to 888-233-6374

Your name:

Your email address:

Your telephone number:

**COMPANY INFORMATION**

1. What is the name of your Business?
2. What is the formation of your Business, (sole-prop, corp., partnership, LLC)
3. Is your company registered and if so, in what state?
4. Are you a non-profit business?
5. Please list all owners and corresponding background for each. (**Be as descriptive as possible or attach a resume**)
6. Please list all business location(s) and facilities:
7. If you are an existing business, please provide information about the history of your company.
8. What are your company   
   1. Weaknesses?
   2. Opportunities?
   3. Threats?

**PRODUCTS & SERVICES**

1. What products or services are you selling? (**Be as descriptive as possible**)
2. What will you provide better than your competition?
3. What is the cost to create each product and service?
4. What is the selling price of each product and service?
5. What are your projected sales for the product or service?
6. Please list any future products & services you have planned  
     
   **MARKET**
7. Who is your target market?
8. How many customers do you expect to attain or items do you expect to sell in the next year?
9. What geographic areas do you sell your services/products?
10. What are your top business goals?

**FINANCING**

1. Do you have employees? Or, will you have employees? If so, please provide any payroll & benefit information.
2. Are you seeking investment financing or business loan? If so, how much funding are you seeking?
3. What is the purpose of your funding?
4. If you are not a start-up, please provide as much recent financials as possible. (**three years is ideal**)

1. What is your monthly overhead? (Rent, utilities, insurance, etc.)
2. Does your business own any assets? If so, what is the value of the assets?
3. How much cash does your company require to start?
4. How much of your own capital will you be putting towards your business?

1. How did you find us?

1. Any additional comments: