

HISTORY OF BUSINESS

Company Name: _____

Company Address: _____

Date Co. Started: _____ By Whom: _____

Company Structure: _____

Type of Products/Services: _____

Market Area: _____

Target Market: _____

Key Clients (if any): _____

Primary Methods of Advertising: _____

Industry Trends That Impact Company: _____

Key Competitors: _____

Company's Competitive Advantages: _____

Future Plans/Growth: _____

Key Employees & Primary Responsibilities (if any): _____

Management Continuity Plan (e.g. who can operate business in owner's absence?):

Number of Current Employees: _____

Number of New Employees (to be added within the next two years): _____

Existing Building Sq. Footage: _____ New Building Sq. Footage: _____

Current Monthly Rent: _____ Date Current Lease Expires: _____

Benefits of New Location: _____

Completed by: _____

Date: _____