

Executive Summary

Name of business _____

Location _____

Type of business _____ retail _____ wholesale
 _____ service _____ manufacturing
 _____ construction _____ other (specify) _____

Primary products/services _____

Customer need(s) your business will serve _____

Target market(s) _____

Competitive advantage(s) _____

Short-term and long-term goals

1-3 Years

5-10 Years

Personal _____

Business _____

