

B. Objectives

What is your Vision for your Business – How do you wish to be perceived by your clients, competitors, employees and others?

What is your Mission Statement? What will you do in order to accomplish your vision?

What are your short-term goals (1 year or less) in terms of sales, customer relations, community involvement?

Long term goals (1 to 5 years)?

C. Organization/Management

Describe the skills and /or experience you will bring to the business?

What management, supervisory or accounting experience do you have?

What specific experience do you have in the field you are about to enter?

If you are taking over an existing business provide a brief history. Include your thoughts on why it is being sold.

What legal structure have you chosen for the business, and why?

Sole Proprietorship _____

Partnership _____

Corporation _____

What employees will you require?

What are your concerns about starting this new business, (i.e. finances, personal risks, legal risks, time management, child care, inexperience)? Try to prioritize these.

What strategies can you develop to lessen the risks mentioned above?
