

## BUSINESS PLAN SUMMARY FORM

### EXISTING BUSINESS CATEGORY

1. Who are your customers and what problem are you solving for them with your product and/or service?

2. Describe your product and/or service.



3. Do you plan on growing the business and, if yes, what is your strategy to attain it?

4. What are the major obstacles to sustaining or growing your business and how will you overcome them?



Small Business  
Development Center  
UNIVERSITY OF GEORGIA



GWINNETT COUNTY  
PUBLIC LIBRARY

5. In the next five years, how many employees and/or sub-contractors do you expect to a) retain and b) add?

6. Is your business "giving back" to the community in any way? If yes, please describe how.



7. State the Vision (ex: "Happier Lives Thru Healthier Pets"), Mission (ex: "Continuous Improvement of Pet Foods"), and Values (ex: "Quality is Not Negotiable") of your business.

8. What experience and other credentials do you have to sustain and/or grow your business?



9. How do you think your business will improve people's lives in general?

10. Describe how your business will perform financially using the format below:

	Year 1	Year 2	Year 3
Sales Revenue			
Cost of Goods or Services Sold			
Regular Operating Expenses			
Net Profit			

Your Name: \_\_\_\_\_

Your Email: \_\_\_\_\_

Your Phone: \_\_\_\_\_