

BUSINESS DESCRIPTION

Briefly describe your business:

Who are the top three customers of your business?

Do any of these customers make up more than 25% of your sales? If yes, who?

How long has your business had a relationship with the customer(s)?

Who are your major competitors?

How do you differentiate your business from your competitors?

Who are your key employees (name and position) – and how long have they worked for your business?

If *applicable*, detail the reason for any of the negative trends in your company's financial performance over the last three years.

Sales:

Cost of Goods Sold:

General & Administrative Expenses:

Tell us about the succession plan of your company.
