

History and Nature of Business

Please Note: The information on this form is a key factor in the approval of your application. Please complete all questions with as much detail as possible. Use attachments if necessary.

Company Name:

1. Please provide a description of your business and its primary products or services
2. When and by whom was the business established? If you did not start the business, how did you get involved and when did you gain control?
3. Why did you either start or join this business? What were your motives behind making this your livelihood?
4. Describe your market What type of customers do you serve? Where are your customers geographically located?
5. List your primary customers? What billing terms do you provide to your customers? Provide a brief description of any special relationship between your company and any customers
6. Who are your primary competitors? What makes your company superior to the competition?

7. How do you market/sell your products and services? What is your competitive advantage? Describe any seasonality to your business

8. How many sales tickets does the business book in a year? What is the average size of a ticket?

9. What is the average wage of your employees?

10. Where, specifically, will your down payment for this project come from?

11. Where do you see the business in 2 years? What sort of growth do you foresee? Please give some quantitative expectations

12. Please provide a narrative history of the business and include any benefits that will result from obtaining an SBA 504 loan: