

## **JFLA Business Plan Guidelines**

### **1) Cover sheet**

- What is the name of your business
- How is your business legally formed (Sole Proprietorship, General Partnership, Limited Partnership, Corporation (“C” or “S”), or LLC.
- List your business licenses, permits, zoning requirements, etc.

### **2) Table of Contents**

- Identify the following sections within the plan by title and page number

### **3) Statement of Purpose**

- Who specifically is requesting the loan
- What is your percentage of ownership, and any others percentage of ownership
- How much money is needed
- How will the loan funds be used, and why
- What amount could you commit to repaying monthly?

### **4) The Company and Its Operations**

- State whether your business is a new start-up, a new purchase of a current business, or a continuation of a previous or current business, etc.
- Describe specifically the business products, services, etc.
- Describe how the product or service is produced and delivered
- Describe the location, size and the capacity to produce of the facility
- Describe the equipment and space required, compared with what is available
- Describe the suppliers you use, or intent to use
- Describe your short-term objectives, with estimated completion dates
- Describe your long term goals, with estimated time lines

### **5) Marketing**

- Describe your target segment of the marketplace
- Describe your unique competitive advantages that will make you successful
- Describe your pricing of products and services
- Describe your advertising and sales promotion plans, along with past results
- Describe how contacts will be made, and who will make them

### **6) Financial**

- If currently in business, provide financial statements including balance sheet and profit & loss. Whether a start-up (do a pro-forma estimate) or currently in business—list your planned balance sheet, sales, budget, profit & loss, and business forecast.
- What are your additional sources of funding
- Describe your insurance needs, and your current coverage
- State whether you will be on a cash or accrual basis, and why
- Describe your business bank accounts (which bank, separate accounts, etc.)

### **7) Appendix**

- Include and label personal resumes, credit reports, reference letters, and any other information you believe would strengthen your business plan, and also support your loan request