

## **JFLA Business Plan Guidelines**

**\*\*Please identify each section of the plan by title and page number \*\***

### **1) Cover sheet**

- Date of submission to JFLA
- Full Legal Business Name
- Product or Service offered
- Year & Month founded

### **2) Statement of Purpose**

- Who specifically is requesting the loan
- What is your percentage of ownership
- Name of business partner (if applicable)
- What will the loan be used for? Please be specific (proof of need will be required)

### **3) 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 the location, size 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
- Describe your costumers

### **4) Marketing**

- Describe your pricing of products and services
- Describe your advertising and sales promotion plans, along with past results

### **5) Financial**

- State whether you are or will be a cash or accrual basis
- Provide the current year-to-date and past 3 years profit & loss statements, year-end balance sheets and cash flow statements
- Describe your insurance needs, and your current coverage
- What are your additional sources of funding, please list lender and current balance

### **6) Competition**

- Describe your target segment of the marketplace
- Who are your competitors?
- Describe what makes your company different and your unique competitive advantages
- What major competitive risk do you expect?

### **7) Appendix**

Please include the following with your cover sheet and questionnaire:

**Personal resumes, current credit score, last 3 years of personal federal tax returns, last 3 years of business federal tax returns, last 3 months of business bank statements, reference letters and any other information you believe would strengthen your business plan. Thank you and we hope JFLA will be able to assist you in your business ventures.**