

Business Background information for:

Date:

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Section (A) – Products markets and sales information:

1. Describe your product or service and its unique niche or selling proposition.

2. Describe your source of long-term competitive advantage in the marketplace.

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3. Describe your target market and its prospects for growth in the short, medium and long-term.

4. Describe what barriers exist in your market niche – (A) for your business and (B) for your existing or potential competitors.

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5. Describe your current and future major customers and suppliers. What changes do you anticipate in these over the short, medium and long-term.

6. Describe your existing major competitors and any potential future competitors – What are their strengths and weaknesses compared to your company.

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7. Describe the opportunities and threats that exist in your market niche for the short, medium and long-term?

8. Describe the position of your product or service in the market niche compared to your competitors – how will this change over the short, medium and long term?

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Section (B) – Business risk:

9. Describe the critical risks faced by the business.

10. Describe how quickly (or how possible) the company would be able to change direction in the event of unexpected changes in the marketplace.

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Section (C) – Management:

11. Describe the current management structure of the company.

12. Describe the qualifications and particular skills of each key individual.

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13. Describe the areas of weakness (lack of experience) within the management team.

14. Describe how you would strengthen the management team through support, training or additional team members.

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Section (D) – Finance:

15. Describe the financial forecasts for the business.

	Year 1	Year 2	Year 3
Total sales (£)			
Gross profit margin (%)			
Profit before Tax (£)			
Peak cash needed (£)			

16. Describe the key assumptions underlying these figures.

17. Describe the variables your forecast is most sensitive to. In particular those influencing the profit margin and peak cash needed.

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18. Describe your existing sources of finance, including any grants, loans or leasing/HP agreements.

19. Describe any additional funding required and for what purpose this would be used.