

# BUSINESS PROFILE

**Company Name** (exact business legal name)

**D/B/A** (if applicable)

**Date Business Started**

**State of Formation**

**Type of Entity** (corporation, llc, etc.)

**Nature of Business:** (describe the type of business you are in, including products and services, and how/why you became involved)

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**List Key Customers:**

**Geographic Sales Area:**

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**List Major Competitors:**

**Major Suppliers:**

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**Customer Profile:** (what are the primary markets for your products / services)

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**Describe Market and Industry Conditions: Is the Market Emerging or Mature? Growing or Declining?**

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**How does your business compete in the Industry and this Market? What do you consider your Niche or Competitive Advantage?**

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**Outlook: What is your outlook concerning the business activity in which you are engaged?**

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**Marketing Analysis and Strategy: (explain your promotional, pricing and distribution strategies)**

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**Major Past Accomplishments:**

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**List Any Trade Association(s) or Regulatory Agencies:**

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**How will this Loan benefit your Company?**

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**Future Plans: What is your growth strategy? Rapid Growth, Moderate, or Maintain Market Positions?**

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**Will this funding create any new Employment Opportunities:**

No  Yes – If yes, state how: \_\_\_\_\_

**Number of Employees: (including subsidiaries and affiliates)**

At time of Application: \_\_\_\_\_ If loan is Approved: \_\_\_\_\_ Subsidiaries or Affiliates: \_\_\_\_\_

**Other information you would like to share about your Company:**

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**Your Signature:**

By signing below you certify that the above statement(s) are true and complete as of the date given below.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date