

**BUSINESS COACHING PROGRAMME**

**Basic Business Summary Form**

Executive Summary

The name of my business is:

Description of my business:

Products and Services

The products or services that are sold at my business are:

My target customers and their needs I am fulfilling are:

My products/services differ from my competition by:

Operating Plan

Business location:

Business hours of operation:

The location is suitable for my business because:

No. of persons employed at your business:

The role and duties of the staff:

My suppliers and distributors are:

## Marketing Plan

The features of product (s) or service (s) sold at my business are:

My product (s) or service (s) will be promoted by:

I will promote my product or service by:

I will distribute my product or service by:

## Financials

My product or service pricing is as follows:

Revenue

Show how you calculate you average profit on each product/service you are selling?

Revenues: Total expected revenue for six months:

1. How many are you selling per day/week/month?

Total required investment for my business is (give breakdown):

Given a grant of US $ 1,000.00, I intend to use this money to enhance my business in the following way: