



COMMUNITY FUTURES ESSEX COUNTY  
The UNconventional lender!  
DÉVELOPPEMENT DES COLLECTIVITÉS COMTÉ D'ESSEX  
Le créancier distinct

## **BUSINESS PROPOSAL**

*Please provide the details of the main points of your business proposal. You may attach a copy of your business plan, as available. If any sections herein are already described in your Business Plan, instead of completing that section, insert "see B/P page \_\_\_\_"*

### **1. BACKGROUND OF BUSINESS**

*Describe history of your business or proposed business*

### **2. LIST ANY OTHER COMPANIES YOU HAVE OWNERSHIP IN**

### **3. DESCRIBE PRODUCT OR SERVICE OFFERED**

4. **IDENTIFY POTENTIAL CUSTOMERS/MARKET**

5. **IDENTIFY MARKETING STRATEGIES**

6. **IDENTIFICATION AND ANALYSIS OF YOUR MAJOR COMPETITORS**

7. **SWOT (Strengths, Weaknesses, Opportunities, Threats) of the Business**

Strengths:

Weaknesses:

Opportunities:

Threats:

8. **TOTAL PROJECT FUNDING REQUIRED – AMOUNT**

Loan Request: \$ \_\_\_\_\_ *(Matches the amount in the Loan Application)*

9. **TOTAL PROJECT FUNDING REQUIRED - PURPOSE**

Provide description of full project needs & rationale for the loan:  
*(Please include Contracts/Letters of Intent, as applicable)*