

Appendix A

The Retail and Professional Services Grant Business Plan should be at least three pages describing points 1 thru 6 below:

- 1. Outline company goals and the company's purpose, define its mission and explain what it intends to do for its customers.**
- 2. Provide business overview including information regarding the company's proposed structure as well as the qualifications and backgrounds of its key people.**
3. Identifies your business' target market as well as your projections for its share of that market. Include a description of your direct competitors and a determination of how you are going to make your business different from those competitors. Indicate how you plan to advertise, price and distribute your product or service.
4. The development strategy details your product's design or service and development, if necessary. Here, include the estimated cost of product or service development as well as any potential obstacles in the product creation process.
5. Operating strategy provides information about the company's facilities needs, such as building or office space. Plus, this section should describe the workforce and equipment needed to get your product or service to the market.
- 6. Briefly discuss obstacles and risks to the business plainly in this section, and add potential strategies on how to overcome them.**

A Finance Plan lists the estimated cost of the actual startup and how those costs are going to be met. Your finance plan should also provide an estimation of the income and cash flow for the company for at least one year, preferably three years. See explanation of components of a finance plan described below in greater detail.

The Balance Sheet

The balance sheet is generated solely on an annual basis for the business and is, more or less, a summary of all the preceding financial information broken down into three areas- Assets, Liabilities, and Equity.

Cash Flow/ Operating Statement

It shows a schedule of the money coming into the business and expenses that need to be paid. The result is the profit or loss at the end of the month or year. It is a strong indicator to indicate if you will need additional cash in order to meet expenses. Provide detailed yearly cash flow projections for at least 1 year; 3 years is preferable.

Income Statement (If Available)

The income statement is a simple and straightforward report on the proposed business's cash-generating ability. It's a score card on the financial performance of your business that reflects when sales are made and when expenses are incurred. The income statement illustrates just how much your company makes or loses during the year by subtracting cost of goods and expenses from revenue to arrive at a net result--which is either a profit or a loss.

Appendix A (continued)

Development/Capital Budget

Development/Capital Budget, need to take into account all the expenses required to renovate the building. Clearly state the capital needed to start the business or to expand. It should detail how the capital will be used, and the equity, if any, that will be provided for funding. If a bank loan is required please submit a firm conditional commitment outlining the term and conditions signed by the bank and you, as well as an estimated detailed development project schedule with a project timeline of project.