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### Financials

- Start-up Cost Estimate
- Cash-Flow Projection
- Income Projections (Proforma)
- Start up Balance Sheet
- Personal Tax Returns (3 years)
- Personal Financial Statement

### Supporting Documents

- Personal Resume(s)
- Letters of Reference – three preferred
- Letters of Intent – there can never be too many
- Lease
- Contract(s)
- Proposal(s)
- Quotation/Estimates
- Job Descriptions (current and proposed)
- Location Map (if applicable)
- Diagram of the floor plan of the store or business

# BUSINESS PLAN

## Statement of Purpose and Application and Expected Effect of Loan

To whom are you addressing this plan? What is the purpose of writing this plan?

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1. Name of company applying for funds (registered name). \_\_\_\_\_

2. The legal formation of this business is: \_\_\_\_\_  
[sole proprietorship; partnership; corporation- common or subchapter S; limited liability company]

3. Dollar amount of funds requested. \$ \_\_\_\_\_

4. What kind of loan are you applying for?

Line of credit

Commercial mortgage

Term Loan

Other (describe) \_\_\_\_\_

5. How much of your own assets will be invested in the business:

Cash \$ \_\_\_\_\_ Other Assets \$ \_\_\_\_\_ (Equipment, Etc.)

6. What COLLATERAL will you offer as SECURITY for the loan?

Certificate of Deposit	Net Value	\$	_____
Stocks/Bonds	Net Value	\$	_____
Real Estate	Net Value	\$	_____
Equipment	Net Value	\$	_____
Other	Net Value	\$	_____

7. Identify how the loan or investment will be spent:

Purchase Real Estate	\$	_____
Renovations	\$	_____
Equipment	\$	_____
Furniture	\$	_____
Working Capital	\$	_____
Other	\$	_____

8. Describe how the requested loan will benefit your business. \_\_\_\_\_

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9. Describe your personal credit history:

Excellent  Good  Poor  Bankruptcy  None

10. Do you have a current [within the last 90 days] copy of your credit report?  Yes  No

If no, New Jersey residents are entitled to one free copy per year. Please order a copy from the Credit Bureau as follows: Experian 1-888-397-3742; Equifax 1-800-685-1111; CSC 1-800-759-5979.

11. Do you have someone, with good credit, income, and assets willing to co-sign?  Yes  No

## A. THE BUSINESS

Describe your business (in 25 words or less).

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## B. PRODUCT/SERVICE

1. List up to 3 main products and/or services you plan to sell or currently sell:

1>

2>

3>

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2. List 3 reasons why people would purchase your products/services.

1>

2>

3>

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## C. THE MARKET

1. Describe overall market for your products and services including industry trends.

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2. Who is your TARGET customer? (What makes them your TARGET MARKET?)

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3. How will you attract and keep customers like these?

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4. Describe the market's growth potential and industry information researched.

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## D. PRICING

1. List the prices/price ranges of your top 3 products/services.

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2. Describe how you determined your pricing.

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
4. Identify three (3) trade suppliers and their credit terms

- 1 ▾
- 2 ▾
- 3 ▾

## E. LOCATION OF BUSINESS

1. Your business address is?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Your space is:  leased  owned  Square footage required: \_\_\_\_\_

3. What renovations are needed and how much it will cost.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. List Zoning, License and Permits required to operate business.

## F. THE COMPETITION

List your 5 nearest competitors and why do customers buy from them? =

- 1 ▾
- 2 ▾
- 3 ▾
- 4 ▾
- 5 ▾

## G. MANAGEMENT

Who will be the owner(s) of this business? \_\_\_\_\_

1. Describe your employment background and/or management and supervisory experience.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Describe education and list certifications, courses and training related to this industry.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Duties and Responsibilities of Management

1. Describe duties and responsibilities of management.

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2. List the salary of each member of management team.

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3. Identify 4 professional resources you will utilize? (Accountant/attorney/insurance broker/banker.)

- 1>
- 2>
- 3>
- 4>

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## H. PERSONNEL

1. How many employees do you need? What will you have them do?

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2. Identify the credentials and skills required of employees.

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3. How will you find these skilled employees?

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4. Will employees be salaried or hourly, full-time or part-time?

- Salaried
- Full-Time

- Hourly
- Part-Time

5. In addition to basic benefits (UDI and worker's comp) you will offer any other insurance coverage?

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6. How will you train employees?

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## FINANCIAL PROJECTION ASSUMPTIONS

In completing your Cash Flow (last page) what resources did you use to determine your income projections?

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**Business Information on the Internet**

Better Business Bureau	<a href="http://www.bbb.org/">http://www.bbb.org/</a>
Business Gateway to Federal Resources	<a href="http://www.business.gov/">http://www.business.gov/</a>
<b>Credit Bureaus</b> Experian Equifax TransUnion	<a href="http://www.experian.com/consumer/index.html">http://www.experian.com/consumer/index.html</a> <a href="http://www.equifax.com/">http://www.equifax.com/</a> <a href="http://www.transunion.com/index.jsp">http://www.transunion.com/index.jsp</a>
Electronic Commerce Guide	<a href="http://ecommerce.internet.com">http://ecommerce.internet.com</a>
Equal Employment Opportunity Commission	<a href="http://www.eeoc.gov">http://www.eeoc.gov</a>
Fed World	<a href="http://www.fedworld.gov">http://www.fedworld.gov</a>
First Gov - Your First Click to the US Government	<a href="http://www.firstgov.gov">http://www.firstgov.gov</a>
Foundation Center	<a href="http://fdncenter.org/">http://fdncenter.org/</a>
Grants Resource	<a href="http://www.grants.com">www.grants.com</a>
International Franchise Association (franchise information)	<a href="http://www.franchise.org">http://www.franchise.org</a>
IRS	<a href="http://www.irs.gov">http://www.irs.gov</a>
National Association for the Self-Employed	<a href="http://www.nase.org">http://www.nase.org</a>
New Jersey Division of Taxation	<a href="http://www.state.nj.us/treasury/revenue/">http://www.state.nj.us/treasury/revenue/</a>
<b>New Jersey Libraries online:</b> Burlington County Camden County Gloucester County Cherry Hill Library New Jersey State Library	<a href="http://www.burlco.lib.nj.us">http://www.burlco.lib.nj.us</a> <a href="http://www.camden.lib.nj.us/">http://www.camden.lib.nj.us/</a> <a href="http://www.gloucester.lib.nj.us">http://www.gloucester.lib.nj.us</a> <a href="http://www.cherryhill.lib.nj.us">http://www.cherryhill.lib.nj.us</a> <a href="http://www.njstatelib.org">http://www.njstatelib.org</a>
<b>New Jersey Small Business Development Centers:</b> Rutgers University - Newark (Headquarters) Rutgers University - Camden	<a href="http://www.njsbdc.com">http://www.njsbdc.com</a> <a href="http://www.rsdbc.org">http://www.rsdbc.org</a>
New Jersey State (home page)	<a href="http://www.state.nj.us">http://www.state.nj.us</a>
NJ Commerce & Economic Growth Commission	<a href="http://www.state.nj.us/commerce/index.htm">http://www.state.nj.us/commerce/index.htm</a>
SBDC National Information Clearinghouse	<a href="http://sbdcnet.utsa.edu/">http://sbdcnet.utsa.edu/</a>
Securities Exchange Commission Small Business Information	<a href="http://www.sec.gov/smbus1.htm">http://www.sec.gov/smbus1.htm</a>
Small & Home based Business Resources	<a href="http://www.bizoffice.com/">http://www.bizoffice.com/</a>
Stat-USA Internet - government statistics	<a href="http://www.stat-usa.gov">http://www.stat-usa.gov</a>
The Federal Marketplace	<a href="http://www.fedmarket.com">http://www.fedmarket.com</a>
U.S. Business Advisor	<a href="http://www.business.gov">http://www.business.gov</a>
U.S. Census Bureau	<a href="http://www.census.gov">http://www.census.gov</a>
U.S. Patent and Trademark Offices	<a href="http://www.uspto.gov">http://www.uspto.gov</a>
U.S. Senate Committee on Small Business	<a href="http://www.senate.gov/~sbc/">http://www.senate.gov/~sbc/</a>
U.S. Small Business Administration	<a href="http://www.sba.gov">http://www.sba.gov</a>
United Inventors Association	<a href="http://www.ujusa.com/">http://www.ujusa.com/</a>
Workforce New Jersey (Public Information Network)	<a href="http://www.wnjpjn.state.nj.us">http://www.wnjpjn.state.nj.us</a>

# Resources and Information Sources for Business Start-up

The process of growing and building your business must always begin with a methodical analysis and research of your business concept, your market and your industry as a whole. A wide range of such resources is listed below to support this research.

1. **U.S. Small Business Administration**  
SCORE – free management assistance and counseling 973-645-2434  
Business Information Center 856-486-3421  
856-225-6634
2. **New Jersey Commerce & Economic Growth Commission** 609-777-0885  
Division of Development for Small Businesses,  
Women and Minority Businesses, Contracts & Services Unit
3. **New Jersey Institute of Technology**  
Provides assistance to women & disadvantaged 856-642-0902  
owned small businesses in doing business with the 800-222-6548  
Federal Government.
4. **County Economic Development Offices**  
Burlington County (Mt. Holly) 609-265-5055  
Camden County (Cherry Hill) 856-751-2242  
Gloucester County (Woodbury) 856-384-6970  
Salem County (Salem City) 856-339-8615
5. **Chambers of Commerce**  
Burlington County Burlington County 856-439-2520  
Camden County Camden City 856-667-1600  
Southern New Jersey 856-424-7776  
Greater Cherry Hill 856-667-1600  
Washington Township 856-227-1776  
Gloucester County Gloucester 856-384-8182  
Salem County Greater Salem 856-299-6699
6. **Libraries Specializing in Business Reference Material**  
Camden County – Laurel Road, Voorhees, NJ 856-772-1636  
Rutgers University – Fifth Street, Camden, NJ 856-225-6034  
Philadelphia Free Library – Mercantile Library  
1020 Chestnut Street, Philadelphia, PA 215-686-5322  
U.S. Department of Commerce Library and Book Store  
Federal Building, 17<sup>th</sup> and Race Street, Philadelphia, PA
7. **Technology Help Desk**  
New Jersey Small Business Development Center 800-432-1832  
Rutgers Graduate School of Management  
49 Blecker Street  
Newark, NJ 07102

## CREDIT REPORTS

New Jersey residents can order a FREE copy of their credit report by calling one of the following credit reporting agencies:

*Experian Business Information Services*  
(formerly TRW)  
1-888-397-3742 or go to: [www.Experian.com/freestate/](http://www.Experian.com/freestate/)

*Equifax Information Services Center, LLC*  
1-800-685-1111

*TransUnion Credit Services*  
1-800-888-4213

## PATENT & TRADEMARK

*US Department of Commerce-Patents & Trademark Office*  
Washington, D.C. 20231  
1-800-786-9199  
[www.uspto.gov](http://www.uspto.gov)

## COPYRIGHT

*Copyright Office-Library of Congress*  
Information Section-LM-401  
Washington, DC 20559  
202-707-3000  
[www.loc.gov/copyright](http://www.loc.gov/copyright)

# Credit Check

E T I

## What a Credit Report Covers:

Identification and employment date	Your name, date of birth, address, Social Security number, employer, and spouse's name are routinely noted. The credit bureau also may provide other information, such as your employment history, home ownership, income, and previous address, if a credit grantor requires it.
Payment history	Your account record with different credit grantors is listed, showing how much credit has been extended and how you have repaid it. Related events, such as referral of an overdue account to a collection agency, may be noted as well.
Inquiries	Credit bureaus are required to maintain a record of all credit grantors who have requested your credit history within the past 6 months. They normally include such credit grantor inquiries in your credit file for at least 6 months.
Public record information	Events that are a matter of public information and are related to your credit worthiness, such as bankruptcies, foreclosures, or tax liens, may also appear in your report.
<p>You have the right to comment on the credit report by attaching an affidavit explaining any issues.</p>	

## What is Credit Scoring... and How do Lenders Use in Small Business Financing:

Visit [www.myFICO.com](http://www.myFICO.com) and scroll to the bottom of the page, click onto *Why Should You Know Your Credit Score and How To Get A Better Score*

It is not necessary to get your Credit Score for the ETI program. If you decide to get this score, the credit bureaus will charge a nominal fee.

*Note: New Jersey residents are entitled to one free copy of their credit reports each year under the NJ Fair Credit Reporting Act.*

# HOW TO REQUEST a Credit Report:

## 1. Equifax (formerly CBI Equifax): 1-800-685-1111 or [www.equifax.com](http://www.equifax.com)

To order a copy of your credit report by phone, press '1' when prompted.

Enter your Social Security Number.

The system will repeat the number. If it is correct, press '1'. If not, press '2'.

Enter the last 2 digits of your year of birth, followed by the '#' sign.

Enter the numeric portion of your address, followed by the '#' sign.

The system will tell you that your report will be sent to the address on file within 48 hours.

## 2. Experian (formerly TRW): 1-800-311-4769 or [www.experian.com](http://www.experian.com)

To order credit tools, press '1'; to order a copy of your credit report, press '2'.

To request a copy of your personal credit report, press '1'.

To request a complimentary copy of your credit report as legislated, press '1'.

Wait...

Enter your Social Security Number.

The system will repeat the number. If it is correct, press '1'. If not, press '2'.

Enter your 5-digit zip code.

Enter the numeric portion of your address, followed by the '#' sign.

Wait...

The system will give you the confirmation number for your credit report order.

Press '1' to repeat the number, press '2' to continue.

The system should tell you that the address number you entered matches the address in their records. You should receive your report within 8-10 business days.

## 3. TransUnion: 1-800-888-4213 or [www.tuc.com](http://www.tuc.com)

To request a free copy of your credit report by phone, press or say '1'.

Enter your Social Security Number, followed by the '#' sign.

The system will repeat the number. If it is correct, press '1'. If not, press '2'.

Enter your 2-digit month of birth, followed by the '#' sign.

Enter your 4-digit year of birth, followed by the '#' sign.

Enter your 5-digit zip code, followed by the '#' sign.

Enter the numeric portion of your address, followed by the '#' sign.

The system will tell you that you may purchase your personal credit score for a fee of \$3.75. If you want to learn more about your credit score, press '\*'. Otherwise, just wait until you are prompted again.

If you would like your credit report to include your personal credit score (remember there is a fee for the credit score), say 'yes'. Otherwise, say 'no'.

Finally, the system will tell you that your credit report will be sent to you via first class mail within 4 working days, it should arrive in 6-8 working days.