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BUSINESS PLAN ANALYSIS
TIME MANAGEMENT
CONSULTING
TRAINING

COLETTI'S
BUSINESS PLAN WORKSHEET

Business Name _____

Your Name _____

Address _____

Phone (____) _____

Area Code Number

Fax (____) _____

E-mail (____) _____

Date _____

IMPORTANT!

In helping us to evaluate your business, please give thoughtful consideration to the questions posed on the following pages. Wherever necessary, definitely feel free to use additional sheets of paper to complete your answers. When you come to the worksheet for estimating one-year's activity, please realize that we understand that nobody is able to precisely predict the future, but we would like you to give it your best try. This will also be a good exercise in goal setting. If this is an existing business, please also provide us with IRS Schedule C for the last two or three years and/or profit and loss summaries for that period of time. If you are purchasing a business, please provide Schedule C's and/or P&L's for that business. Utilize these forms to help yourself, as well as to provide us with information. Relax and do your best.

1. Briefly describe the type of business in which you are engaged or which you plan to begin or purchase. What is unique about it? Why are you excited about it? What types of service will you be providing or what type of product are you selling or manufacturing? Describe the need for your product or service. Use continuation pages if necessary.

2. Why do you personally believe that you'll be more successful in self-employment than salaried employment?

3. Who will be your primary customers or clients? Please work up a list of both types of customers as well as actual names, if possible. Be as thorough as possible. When possible, please include phone numbers and/or locations.)

4. List your competitors.

5. Please list all tools, equipment, supplies, office fixtures, furniture, and inventory which you personally will or have contributed to the business. Please also list approximate worth of each item. (Use continuation sheets as necessary.)

ITEM

APPROXIMATE WORTH

6. List any items which you must still purchase in order to be successful in your business venture.

ITEM

WORTH

SUPPLIER

7. If you had to fund this entire venture yourself, how would or did you fund it? Please discuss start up costs, equipment needs from the previous questionnaire, as well as needs pertaining to first and last months rent, installations, reserve capital which you believe you need for security, carrying accounts, etc. What do you perceive as your current funding needs? If extensive capital financing is required, what is your current plan in this regard (include here available personal savings, business savings, lenders, possible lenders, and all expectations from other sources, etc.)?:

10. Legalities and certifications: Please list any and all licenses, certifications, zoning, use permit, and any other applicable legalities.

11. Who handles or will handle your bookkeeping and accounting?

12. Please list an address and phone number different from that given on the cover sheet (in other words, if you gave your business address and phone number on the cover sheet, please give your home address and phone number here. If you listed your home address and phone number on the cover sheet, then please list your business address and business phone numbers here. Please also provide your E-Mail and/or Web Site numbers here as well).

FEEL FREE TO USE CONTINUATION PAGES TO COMPLETE ANY OF THE ABOVE QUESTIONS AS WELL AS TO ADD ADDITIONAL INFORMATION NOT COVERED ABOVE. ALSO, FOR EXISTING BUSINESSES, ATTACH ANY OTHER FINANCIAL STATEMENTS OR DOCUMENTS WHICH YOU BELIEVE WILL BE HELPFUL TOWARD THE UNDERSTANDING OF YOUR BUSINESS PRIOR TO OUR MEETING WITH YOU. PLEASE MAKE SURE TO COMPLETE THE REMAINING "WORKSHEET FOR ESTIMATING ONE-YEAR'S ACTIVITY" AND ALSO NUMBER 14. THANK YOU FOR YOUR COOPERATION.

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13. Please complete this section **only** if your are **purchasing** an existing business or franchise:

A. Name of seller.

B. How many years has the business existed?

C. Seller's reason for selling.

D. Selling price.

E. Is a current lease in effect? Provide information regarding terms.

F. Has the seller shown you at least two to three years of IRS Schedule C's or profit & loss summaries?

G. Can you provide these as attachment to this form?

H. Other comments regarding business sale.

14. **Please discuss the rationale upon which you base your sales revenue projections.** Please either enter or attach your pricing schedule. Provide other information which you deem necessary with regard to costs, expenses, etc. Thank you.

PLEASE USE CONTINUATION SHEETS TO COMPLETE ANY OF THE ABOVE QUESTIONS AS WELL AS TO ADD ADDITIONAL INFORMATION NOT COVERED ABOVE. ALSO ATTACH ANY OTHER PROFIT AND LOSS SUMMARIES AND ANY OTHER FINANCIAL STATEMENTS OR DOCUMENTS WHICH YOU BELIEVE WILL BE HELPFUL TOWARD THE UNDERSTANDING OF YOUR BUSINESS PRIOR TO OUR WORKING MORE DIRECTLY WITH YOU. FOR EXISTING BUSINESSES, WE RECOMMEND THAT, WHENEVER POSSIBLE, YOU INCLUDE PROFIT AND LOSS STATEMENTS FOR AT LEAST THE LAST THREE YEARS IF THE BUSINESS HAS BEEN IN EXISTENCE THAT LONG. ALSO MAKE SURE THAT YOU HAVE COMPLETED THE "WORKSHEET FOR ESTIMATING ONE-YEAR'S ACTIVITY" AND ALSO QUESTION #14. THANK YOU.