

BUSINESS PROFILE

Company Name
Street Address
City, LA, 00000
Phone: (xxx) xxx-xxxx

Owner's Name
Owner

Month & Year

STATEMENT OF PURPOSE

The purpose of this business plan is to provide an operating and financial guide for the owner, and to request a loan in the amount of \$X to be used in the funding of inventory, payroll and other start up costs. The loan will be repaid through profits of the business.

DESCRIPTION OF BUSINESS

Company Name is a start up business structured as a(n) (corporation, LLC, etc) in the State of Louisiana. Operations are scheduled to begin *month/year*. *Company name* is a *type of business* providing *list services to and describe type of clients*.

SERVICES

The customer benefits from quality service and reasonable pricing. *Company Name* will provide the best prices for services it performs and expand its customer base.

HISTORY OF THE BUSINESS AND/OR THE INDUSTRY

Company Name will achieve success through its quality customer base, its highly skilled and trained employees and through its historical knowledge of the industry. Customer satisfaction is the primary goal of this business. Using the years of experience in administration in this type of business, *Owner's Name* will be able to lead the company in becoming a highly profitable enterprise.

Company Name has contacted several suppliers about *parts or supplies or products* and is confident that it can obtain all of the needed materials to service the demands of the market. *Company Name* plans to operate on a *type of account* basis with its suppliers until industry credit has been established.

MARKET

The target market is *type of customer* in the *target market segment*. *List various products used, services and/or product descriptions*. The geographical focus of this target market ranges *location of target market*. This market segment is a amount *dollar industry and the growth potential is very positive*. Due to the current *trend information*. Through fair pricing and quality work and by using highly trained staff, *Company Name* will be able to keep up with the demand and expand its business by maintaining physical contact with the customer and by having the *supplies, product, services*. There is no standard pricing for jobs. In order to maintain competitive pricing *Company Name* will keep up with the pricing structure of competitors and adjust pricing while maintaining a profit in the business (see attached pricing sheet). Due *to a low overhead, other management techniques*, *Company Name* will be able to maintain a competitive advantage.

Through the use of *controls*, *Company Name* will be able to determine which types of work will make the profit needed to sustain and expand the business in the near future. *Company Name will or will not* extend credit to the customer on *type of terms*.

Strong competitors for *Company Name* have *competitor's strengths, services, etc.* *Company Name* will be able to rise above it competition through competitive pricing by using *description of tool, services, technique used*. Local competitors include *Competitor's Locations*. While the competition enjoys a *number-year* establishment in business as a *type of competition*, their weaknesses are *their weaknesses*. *Company Name* will rise above the competition with *company's strengths* and quicker access to final decisions and better pricing.

LOCATIONS, FACILITIES, AND OPERATIONS

Located in *City, State, Company Name* physical address will be *address*. The physical features of the location include *the physical features of building, etc.* The building will be *leased/owned* and is in need of *repairs needed*. Estimated cost of these improvements is *\$amount*. The property is located in a *type of area* and is zoned for this type of business. Environmental rules pertaining to *type of business* will be addressed and adhered to by *particulars of compliance*.

The trained technicians at *Company Name* will *type of work that will be done at Company Name Describe any work farmed out*.

Experienced office personnel will maintain detailed inventory needs including raw materials, work in process, and finished goods. A listing of *office supplies, suppliers and distributors* will be updated on a weekly basis. Inventory will be ordered on a *type of ordering basis*. *Inventory specifics* will be ordered from *company* and other *source of suppliers*. General suppliers will be chosen as needed on a local basis. Inventory requirements will consist of one week's worth of *list inventory* and *other or supplies* and as the business expands, *spare items* if needed, will be kept in inventory as well. Suppliers will be contacted by telephone or fax and orders will be shipped in by *method*. Terms will be *terms*.

Operating hours will be Monday through Friday from 8:00 am to 5:00 pm.

STAFFING AND MANAGEMENT

Company Name will need to staff the following positions:

1 – Administrative Manager	<i>Salary in \$</i>
1 – Sales/Marketing Manager	<i>Salary in \$</i>
1 – Shop Manager	<i>Salary in \$</i>
3 – Other	<i>Salary in \$(per hour)</i>
1- Other	<i>Salary in \$(per hour)</i>

The team will consist of **number** employees. The **first worker** will list duties, supervise and has **number of year's** experience. The **second worker** will list duties, supervise and has **number of year's** experience. The **third worker** will list duties, supervise and has **number of year's** experience. The **other worker** will list duties, supervise and has **number of year's** experience. The **other worker** will list duties, supervise and has **number of year's** experience.

Each employee will be accountable for their specific area and will be expected to maintain the high quality standards established by the **Company Name** management team. All training is on the job and employees are currently available. The forecast for this type of help is very positive for this industry.

The management team is composed of **number** highly skilled, experienced individuals. **Owner's Name** will be the Administrative Manger and has obtained on the job training and is quite capable of managing this business. He has experience in **list areas of expertise**.

Manager's Name will be the **job title** and has obtained on the job training and demonstrated a history of success in this field. He has experience in **list areas of expertise**.

Company Name will retain the assistance of a CPA and an attorney in financial and legal matters.