



BUSINESS DESCRIPTION

Briefly describe your business:

Who are the top three customers of your business?

Do any of these customers make up more than 25% of your sales? If yes, who?

How long has your business had a relationship with the customer(s)?

Who are your major competitors?

How do you differentiate your business from your competitors?

Who are your key employees (name and position) – and how long have they worked for your business?

If applicable, detail the reason for any of the negative trends in your company's financial performance over the last three years.

Sales:

Cost of Goods Sold:

General & Administrative Expenses:

Tell us about the succession plan of your company.

