
Building a Business Description

Posted by Bryan - 2008/01/14 11:10

In this article, you will find some of the basics in building an effective Business Description.

General

Here you will want to list the business name, location, mailing address, telephone, fax, e-mail and web site address.

Owner

List each owner's name, business title, home address, telephone number and Social Security Number. Include a brief description of owners and managers (experience and credentials in running the business) and their ownership percentage of the business.

Legal Business Description

See Small Business Entities for description of:

Sole Proprietorship

Partnership

Limited Liability

"C" and "S" Corporations.

Also list the State where the business is Incorporated.

Purpose

Here you will need to describe the intent of your business. Much of this information should have already been completed if you have finished the Pre-Business Plan Start-Up Questionnaire and Business Plan Guidelines.

Business Status

Here you should include the current status of your business, for example, New/Start-Up, Ongoing, Expansion or Buying an Existing Business/Franchise. Be sure to include the date your business started or will start. If buying a business, include a detailed history in this section.

Type of Business

This denotes the following:

Retail

Wholesale

Service

Manufacturing

Contracting

Professional

importing/Exporting

Reasons

Include the precise reasons for your starting, buying, or expanding your business.

Goals

Here you will need to include both current and long-term projections such as:

Current

Bring to profitable status that will equal or exceed current income levels.

Create relationships with clients.

Build... etc.

edit Long-Term

In four years, we will have 50-100 clients.

Hire Administrative person

Purchase... etc.

edit Industry

Talk about what's going on in your industry, including economic trends, outlook, growth patterns and forecasts. Keep this section short. Explain these ideas more fully in your marketing section.

Professional Relationships

This section includes names, addresses and telephone/fax numbers for your Accountant, Attorney, banker, Insurance Agent and Professional Advisor(s).

=====

