

Business Questionnaire

For Loan Requests \leq \$50,000, this questionnaire may be used in lieu of submitting a complete business plan.

Description of the Business
Describe your business.
What is your experience in this type of business (or related business)?
How much business financing are you applying for? How will the money be used? How will it benefit your business?
Competition
Who else is doing this? List three:
What do they do well (strengths)?
What do they do poorly (weaknesses)?
What do you do differently from them?
Promotion
Who will buy your product/service? How will people know about your business?

For CEI Use Only: