

Section III - Loan Application Information *(Continued)*

Please provide a summary of the products or services you will provide

Please provide details of your marketing strategy *(How will you attract customers and reach consumers?)*

Please provide a budget of expected revenues and operating costs *(write in area below or attach additional document)*

How do you define success? How will you know if your company is succeeding?

S.W.O.T. Analysis *(Identify and analyze your strengths, opportunities, weaknesses and threats)*

Strengths

Opportunities

Weaknesses

Threats

Applicant Signature

Date
