City of Westfield Vacant Storefront Grant Program

Business Plan Template

Applicant Name: _____ Date: _____

1. Describe the fundamental elements of your business. Describe what business you are in, why you are in it, and what you hope to accomplish. List and describe the products or services you will offer.

2. Describe the qualifications and experience of your management team and any other key employees. Also describe any outside professional services (accountants, attorneys, etc.) you have or plan to engage.

3. Describe the customers you will serve and your understanding as to how you will target your marketing to collaborate with other downtown business owners.

4. List those firms you have identified as primary competitors in your market(s). Identify their strengths and weaknesses. What advantages does your company have as compared with this primary competitors?

5. Describe your plans for growth or expansion. Include the impact on working capital needs, equipment, and/or your current facility or building.

6. Describe in detail your plan for financing your business. Please specify how much money you can put towards the project, and how much money you can borrow.

Attach additional pages with any additional information.