



ENTER YOUR BUSINESS NAME
Enter your name

Enter today's date



SECTION 1: THE BUSINESS PROFILE

Description of My Business

(Session 1): Describe your product or service.

Targeted Market and Customers

(Session 1): Describe your customer profile and why customers want or need your product or service.

Growth Trends In This Business

(Session 1): Is the market for your product or service growing or shrinking?

Pricing Power

(Session 1): Explain the unique qualities or circumstances concerning your product or service that will enable you to maintain profitable pricing.