**Business Case Summary for**

**Purchasing a Businesses**

**What is the Business?**

Describe the business you want to buy. What does it sell, and who are the target customers? How long has it been in business? What has been happening in the business thus far, is it growing or in decline? What are your new plans for this business?

**Team and Key Roles**

Who will be on your team and working in the business, give some credentials, why are they suited for the business?

**Your Customers and Products**

Describe the product or service the business sells, include a sample price list, or images so we have an idea of what they sell. What need do they solve for the customer?

Where are most of your customers located?

**The Competition**

List all the places where the customers could buy similar products and services. How does this business differentiate itself from the competition?

**Sales and Customer Service**

How successful has this business been with sales and customer service? Do they have repeat customers? Do they have a good reputation in the industry, and community? Do customers enjoy dealing with them?

**Sales Forecast**

What is your forecast for how many products and services you can sell each day, each week, each month?

Use these monthly sales totals on your 12-month cashflow forecast.

**Profit Margins**

What is the retail and /or wholesale price for each product and service? Will you keep the existing prices in place or change them? What are the costs to produce those products and services, and the profit margins on each of them.

**Expenses**

What are your monthly operating expenses? List out everything you will need to pay out each month.

**Cash Flow Forecast**

Include a 12-month cashflow forecast showing estimated sales and expenses. Also demonstrate the seasonal fluctuation in sales and expenses throughout the year, don’t show every month with the exact same sales values, as there are likely months where sales are high and some where sales are very low.

**Marketing Highlights**

What will the Marketing Plan look like? List all the ways customers will find out about you. List the present website and social media platforms or are you planning on adding these to the business.

**Milestones**

What steps do you need to take to complete this next phase of your business purchase? List your milestones for the next few months. What do you need to do to make these milestones a reality?

**Loan Request:**

How much are you asking for? What specifically will you be spending this money on? List all of the purchase costs. ( equipment, goodwill etc)

**What is the ownership structure of your business?**

Will you be a sole proprietor, a partnership or corporation? If a corporation list all your shareholders.

**Past Financial Statements**

Include at least the past two year’s financial statements as well as year to date statements.