1. What is the legal name of your business? Also list your DBA (doing business as) if you have one. (Example: ABC LLC doing business as Sky Blue Socks) OmarLucSmok

2. What is your company’s physical address, telephone number, fax number, website and email address? Use the address the business is registered to.

Address: 111 Cheyenne River Dr
City, State, Zip: LaMarque, Tx 77568
Phone: 409-599-1625
Cell: 409-599-1625
Fax:
Email:
Website:

3. List all owners/shareholders of your company and any licenses, permits, or unique qualifications:

Owner 1: Cheryl Jackson

Owner 2:

Owner 3:

4. What is your company Mission Statement: (i.e. To provide a high quality lawn service to all customers. This is where you tell us why you are in business. What are your company objectives and goals?) To provide fun, usable, needed or desired quality products to consumers.

5. Number of Employees? (If you are a new business, how many employees will you have when you open your doors?) 1

6. How much funding are you seeking? (If you are unsure put the total for section 8 or a little higher) ?

7. How much money are you able and willing to invest into your business? ?

8. What is the specific purpose of the loan? ?

9. What is your Business Description? (Thoroughly describe the general nature of your company. From this section the stakeholders and reviewers must be convinced of the uniqueness of the company and gain a clear idea of the market in which the company will operate this is also sometimes called the executive summary. If we can’t understand what your business is then surely the lender will question that as well.) To provide a quick, reliable way to obtain products at the most competitive price and with timely arrival to the customer.

10. Explain your Company Background? (Provide a summary of the company’s background, industry experience, schooling, expertise or knowledge acquired within your industry.) Nearly everyone shops the internet at some point looking for fun, unique different, “gotta have “ items to make life more enjoyable, easier, exciting, or different. I am the same way. Whether it is at home, travelling, vacation or with family, grandkids or just me, finding the right item to satisfy my needs or wants at times is awesome. I then want a fair price for a good product with quick delivery time at the lowest rate just as my customers want.

11. What Products/Services do you provide? (Try to convey to the reviewers that the solution truly fills an unmet need in the marketplace. What niche does your company have?) ?

12. Explain your target market: (Who do you think your best customers will be, maybe an age range, or i.e. homeowners who need lawn care, women in their 40s, men for their spouses?) target market is anyone who uses internet for shopping

13. Who are your Competitors, what do you do different, what do you do the same and what are your competitive advantages? Why will your customer buy from you instead of your competitor? (List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.) Competitors are internet companies and users

14. Financial Projections: Your Gross Sales minus your Costs equal your Net Revenue. (Be as realistic as you can with your projections so the lender will take you seriously. If you are starting a new business, research what the average margins and net revenue is for the industry.) FY 2016 FY 2017 FY 2018 ?

15. Historical Sales: (If you were in business the years listed below, please include your revenue numbers. This helps us articulate and to analyze trends. We will use our discretion whether we want to use the information in the completed business plan.) FY 2013 FY 2014 FY 2015 n/a

16. Expenses per month: (Be as detailed as possible and if there are expenses not included below, please add them. The expenses listed below are meant to just get you started and are not an all-inclusive list. The more thorough you are with your expenses, the more confidence the lender will have that you have thought through and are prepared for them and that there won’t be any surprises.)

Advertising/Marketing $ ?
Payroll $ ?
Inventory $ 0
Insurance $ ?
Licenses/Fees/Permits $ ?
Rent/Lease $ 1600
Vehicles $ ? car insurance 600/bi annually no car payment
Fuel $ ? 200/ mo gas car
Professional fees (accounting/legal) $ 40.00/mo
Travel $ ?
Utilities $ 75.00water trash/175~225 electric 25 gas
Phone/Internet $ 115.00/50.00
Office supplies $ 25.00
Misc. $ ?