



Business Plan and Profile Summary

Concept

Provide the character of practice under which you will be doing business:

Location

State why this area in particular would benefit you in the market place:

Image

Describe any special innovations in your marketing approach that will encourage patrons to visit you:

Service

Describe what staff selection and educational programs will be provided for your customers' needs:

Competition

Describe the area from where your competitors operate and state how this locality would provide you with a possible edge over your business rivals:

Advertising

What advertising campaign do you have in mind to promote your business?

Operations

Business hours would be _____ through _____, _____ am - _____ pm.

Financial Status:

Percentage (%) amount of your own cash you intend to use against the total contemplated cost of setting up:- _____ %

Experience:

Please provide some background of your experience and education.

List of Enclosures:

(such as preliminary floor layout, promotional materials, fixture design examples, menu, price lists)

- 1.
- 2.
- 3.
- ...

Prepared by _____

Date _____