

Mercy Corps Northwest

Your Business Plan

1. Executive Summary

- a. Business Description: *What does your business do? How, and why? (Write this section last.)*

2. Organizational Plan

- a. Legal Structure: *What is the legal form of your business? Why is this best for your situation?*
- b. Short and long term goals for the business: *What will the business look like in a year? Five years?*
- c. Management & Personnel Structure: *What positions are needed to operate and manage this business?*
- d. Owner's Experience & Background: *How are you qualified to run this business?*
- e. Location Description and Occupancy Terms: *Where will you operate? Does it fit the physical needs of your business? Will growth or lease length force you to change locations?*
- f. Permits & Licenses: *What permits or licenses will you need to operate your business?*
- g. Accounting and Record Keeping System: *How will you track the financial performance of your business?*

3. Marketing Plan

- a. Products & Services: *What are you providing to your customer?*
- b. Market Need: *Why will the customer want your product/service? What need is being addressed?*
- c. Target Market: *Who are your best customers? Why will they want your product/service?*
- d. Market Potential: *How many customers are likely to be interested in your product/service?*
- e. Competitive Analysis & Strategy: *Who is your competition? Compare your strengths and weaknesses with them.*
- f. Market Position: *What distinguishes your company, service or product from your competition?*
- g. Pricing Strategy: *Where will you focus: Discount, Mid-market or high end? Why?*
- h. Promotional Strategy and Plan: *How will you reach your target customers?*
- i. Market Goals & Projected Sales: *Describe your goals, and why they are realistic.*

4. Financial Plan

- a. Personal Cash Flow: *How will the costs of starting a business fit into your life?*
- b. COGS: *What are the costs of each sale of your product or services?*
- c. Gross Profit: *How much is left after each sale to cover your overhead expenses?*
- d. Overhead Expenses: *What are the costs of keeping your business open and operating?*
- e. Break Even Point: *How much revenue will you need each month to break even?*
- f. Profit & Loss Projections: *What will the financial performance of the business look like for the coming year?*
- g. Business Cash Flow Projections: *Will you have enough cash on hand to meet the needs of your business?*
- h. Start-up Costs: *What are the total costs for you to start up this business?*
- i. Sources of Capitalization: *Where will you find the money to cover your start-up costs?*

5. SWOT Analysis

- a. Internal Strengths & Weaknesses
- b. External Opportunities & Threats

6. Additional Information

- a. Lease, marketing materials, customer lists, supplier/ vendor lists, photographs, etc.

Mid Columbia Micro Loan Referral Project Policies and Procedures

APPLICATIONS – Applications are available at Mt Adams Chamber of Commerce or on-line at www.mtadmachamber.com

APPLICATION DUE DATE – Applications will be accepted on an ongoing basis. Completed applications may be directed to the Mt Adams Chamber of Commerce or any member of the Mid Columbia Micro Loan Referral Project (MCMLRP).

EXPECTED TIME PERIOD OF APPLICATION PROCESS – The application process will vary depending on the type of business, stage of business, and amount/ type of assistance needed. The **average** will be between 1 and 4 months.

PURPOSE –The purpose of the (MCMLRP) is to assist with the development of micro-enterprises or small businesses by identifying borrowers, advising in the development of their business plans and the completion of Mercy Corps Northwest Small Business Loan Application; as well as assisting with the implementation and sustainability of their business after receiving the micro-loan through ongoing support and guidance from MCMLRP.

OBJECTIVES

- Increase community awareness about Micro Enterprises and Mercy Corps Northwest Small Business Loans Program
- Increase the availability of community assistance for those seeking to develop micro enterprises/ small businesses.
- Increase opportunities to develop and market the skills of those living in poverty.
- Increase opportunities for community bonding and neighborhood attachments.

WHO MAY APPLY

Anyone with a microenterprise/ small business idea and the desire to work toward fulfillment of that aspiration through the development of a business plan.

FUNDING AVAILABILITY

Mercy Corps Northwest Small Business Loan Programs funds applications between \$500 and \$50,000.

INTERVIEW

Upon receipt of a completed MCMLRP application, the Interview Committee will meet with the individual or group requesting the assistance. The following will be considerations when interviewing applicants for the Referral Program. The applicant has:

- a) no other viable source of income with which to start and/or operate this business
- b) the ability to create and operate a business
- c) family members who can assist and profit from the business
- d) may have a poor credit rating, but it is not due to financial irresponsibility
- e) a willingness/ ability to pay the loan back with interest
- f) a product or service that is simple, marketable, socially useful and ecologically friendly
- g) purposed a business requiring low operational expenses.

Applicants will be scored by individual interviewers. The scores will then be compiled for an average. Applicants passing this threshold review will be referred to the Business Plan Advisory Committee. Applicants not reaching the threshold will be advised of the steps they need to take to reach the next level.

MID COLUMBIA MICRO LOAN REFERRAL PROJECT
APPLICATION

Name of primary Applicant: _____
Name of additional applicant or business partners: _____
Address _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Tell us about yourself: _____

Tell us about your business idea / business experience: _____

Have you written a business plan or created an operating budget? Give details.

Do you or your business partners have experience operating a business? Give Details.

How do you plan to support yourself and family in the first 12 months while you start this business?

Do you have family support (financial, physical, experience) for this business? Explain.

Do you have a good credit rating? Explain. _____

Is there any other information you would like to share with MCMLRP? _____

Signature: _____ Date: _____

Submit to: Mt. Adams Chamber of Commerce
PO Box 449 ~ 1 Heritage Plaza
White Salmon, WA 98672