

BUSINESS NARRATIVE

If your business will be a seasonal business, make sure seasonality is reflected in your narrative



Description of the Business: Answer as many of the following questions as you can.

- What type of business are you opening?
- What hours/days will you be open?
- Describe how your company's day-to-day operations work.
- _____
- _____
- What is the nature of the product(s) or service(s)? Take your time, be very specific!
- _____
- What groups of customers are you going after? _____
- What other kinds of businesses are in the neighborhood? _____
- What other licenses or permits will you be required to obtain? County? City? State? Health Dept.?
- _____
- Include a brief description of who does what.
- _____
- Do you have company cars or trucks for this business? _____
- How many employees will you need and when? _____
- What furniture, fixtures, equipment, tools, inventory, etc. do you need? _____
- _____
- How will you store the business inventory? _____
- _____

