



## BUSINESS HISTORY

Please write about each of the business elements listed below and include any brochures, advertising materials and/or printed history of the company.

### General Information:

Date business was established: \_\_\_\_\_

Type of business (*construction, manufacturing, retail, service, etc.*): \_\_\_\_\_

Date business originally acquired by the seller and reason for selling: \_\_\_\_\_

### Products Or Services / Description of Business Activity:

If you are a manufacturer, describe the products you produce. If you are a retailer, discuss the various types of goods you sell. If you are a service business, describe the services you offer.

### Sales / Marketing Activity:

Who are your customers (*retailers, wholesalers, general public, etc.*)?

List your key customers.

How are your sales made?

Who are your suppliers and what are their credit sales terms?

How do you determine the price of your products or services?

How do you advertise? What promotional activities do you conduct to generate sales?

### Competition:

Briefly list and describe your major competitors?

What advantage does your business have over your competitor's operation?

What is the approximate distance of your competitors, relative to your current location?

### Location:

If a retail business, describe your area and customer base.

Describe your business location's advantages and disadvantages.

### Facilities:

Describe the type and condition of your building *(if applicable)*.

What improvements are needed, if any?