

SENIOR CONSULTING, LLC
823 West Park Avenue, #256
Ocean, NJ 07712
Telephone: 732-233-4625
Fax: 631-498-0026
Website: www.thebusinessplanconsultants.com
E-mail: SeniorConsult@aol.com

Business Plan Questionnaire

PLEASE TYPE OR NEATLY PRINT YOUR ANSWERS IN THE APPROPRIATE SPACE AND RETURN AFTER COMPLETION

General Information / Business Structure:

1. What is the loan or investment amount that you are requesting?
2. Please explain in detail the purpose of the loan or investment, and how it will help your business.
3. What is or will be the full name of your business?
4. What is the address of the business to use on the business plan? Include phone number and fax number (if applicable).
5. What is the legal structure of your business?
 LLC
 C Corp.
 (S-Corp) Subchapter S Corporation
 other (please specify)
6. What year was it formed?

SENIOR CONSULTING, LLC

823 West Park Avenue, #256

Ocean, NJ 07712

Telephone: 732-233-4625

Fax: 631-498-0026

Website: www.thebusinessplanconsultants.com

E-mail: SeniorConsult@aol.com

7. Is the business woman-owned?

8. Is the business minority-owned?

9. Does the business own any intellectual property?

____ Web site: _____

____ Patents (please specify)

____ Other (please specify)

10. Are you renting space or buying a building?

____ Rent _____ Square Feet

____ Buy _____ Square Feet

PLEASE INCLUDE ANY PERTINENT AGREEMENTS TO REFLECT THIS INFORMATION

Management / Personnel:

11. How long have you been operating this business or a similar business?

12. Who is the management and how does their (or your) past experience apply to this venture? Include existing and contemplated management.

SENIOR CONSULTING, LLC

823 West Park Avenue, #256

Ocean, NJ 07712

Telephone: 732-233-4625

Fax: 631-498-0026

Website: www.thebusinessplanconsultants.com

E-mail: SeniorConsult@aol.com

13. What will the Principals (owners) roles be in the day-to-day operation of the business?

14. How many people does the business currently employ and what new jobs will be created as a result of this loan?

15. How many employees will you have to start the business, both full time and/or part time? How many employees will you have when the business is fully operational, assuming your business is a startup or is expanding.

16. Individually describe what their positions will be?

17. What are their levels of experience, education and training?

SENIOR CONSULTING, LLC

823 West Park Avenue, #256

Ocean, NJ 07712

Telephone: 732-233-4625

Fax: 631-498-0026

Website: www.thebusinessplanconsultants.com

E-mail: SeniorConsult@aol.com

23. Describe both your existing and planned advertising plans.

24. Not including advertising, describe at least three marketing directives/efforts and who will conduct these efforts, and the expected results.

SENIOR CONSULTING, LLC

823 West Park Avenue, #256

Ocean, NJ 07712

Telephone: 732-233-4625

Fax: 631-498-0026

Website: www.thebusinessplanconsultants.com

E-mail: SeniorConsult@aol.com

Income and Expenses Assumptions:

Year	1	2	3
Product Sales			
Market Segment #1			
Market Segment #2			
Market Segment #3			
Adjustments to Revenue			
Gross Profit	\$0	\$0	\$0
Expenses:			
Salaries (pls. define each position)			
Rent (SqFt x ____ per Sq.Ft)			
Auto and/or Truck			
Supplies			
Advertising (note type)			
Telephone & Utilities			
Bad Debts			
Taxes and License			
Repairs & Maintenance			
Depreciation			
Accounting & Legal			
Insurance			
Interest			
Office Expense			
Freight (if applicable)			
Entertainment			
Miscellaneous			
Total Expenses			
Net Profit	\$0	\$0	\$0
Less: Owners Draw			
Cash Available	\$0	\$0	\$0

SENIOR CONSULTING, LLC

823 West Park Avenue, #256

Ocean, NJ 07712

Telephone: 732-233-4625

Fax: 631-498-0026

Website: www.thebusinessplanconsultants.com

E-mail: SeniorConsult@aol.com

23. How was Cost of Goods Sold estimated? What items make up Cost of Goods Sold?

24. How were Expense figures estimated? Please provide a brief description of each line item reflected on the three year projections. Please be specific for each different job description.

25. Please provide a brief itemization for the Uses of Funds for capital raised in this plan including the following:

- a. operating capital
- b. marketing and advertising budget
- c. equipment – computers
- d. equipment – other
- e. office furniture
- f. real estate purchase, lease and utility deposits
- g. cost of goods or products
- h. other

SENIOR CONSULTING, LLC

823 West Park Avenue, #256

Ocean, NJ 07712

Telephone: 732-233-4625

Fax: 631-498-0026

Website: www.thebusinessplanconsultants.com

E-mail: SeniorConsult@aol.com

26. Please indicate your sources of equity and the amount of equity invested in this business plan. Include cash or in-kind services such as “expended 200 hours in product development.”

Source

Amount