

**BUSINESS PLAN for**

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**SECTION I. EXECUTIVE SUMMARY**

**Primera Sección. Resumen Ejecutivo**

**Amount & Terms Requested: (Cantidad y términos requeridos)** \_\_\_\_\_

**1. Use of Loan Proceeds: (Uso de procedimiento para el préstamo)**

**Working Capital (Inventario)** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Equipment (Equipo)** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Inventory (Inventario)** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Leasehold Improvements (Mejoramiento del alquileramiento)** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Real Estate (Bienes Raíces)** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Total (Total)** \_\_\_\_\_

**2. Describe what loan would do for your business.  
(Describe el tipo de préstamo que hará para su negocio.)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3. Anticipate Sales and Profit for three years (Ventas y ganancias anticipadas en los próximos tres años.)**

	200_	200_	200_
<b>Sales (Ventas)</b>	_____	_____	_____
<b>Profit before tax (Ganancias antes de impuestos)</b>	_____	_____	_____



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**SECTION III. LOCATION**

**1. Where is your business currently located?**

**Si ya tiene su negocio, donde esta localizado? Si no ha abierto su negocio, donde piensa abrirlo.**

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*Example: On the corner of Moana and S. Virginia Street.*

**2. Why did you choose this location?**

**Por que escogió esta localidad?**

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**3. List the advantages of this location.**

**Describa las ventajas de esta localidad.**

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*Example: This location is centrally located in Reno, cutting down on travel time and gasoline needed to service each business.*







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**3. What kind of facility do you require to provide your services? Will you require funds for improvements?**

**Describe el tipo de local que necesita para proveer sus servicios, y si se requiere hacer cualquier mejoramiento en el local.**

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**4. What is the process you use to provide the service?**

**Cual es el proceso necesario para proveer sus servicios.**

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**SECTION V. MARKETS**

**1. Describe in detail your current customers. (Existing Businesses only)**

**De una descripción detallada de quien son sus clientes existentes. (solo para negocios en existencia)**

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**SECTION VI. COMPETITION**

**1. Who are your competitors? Quien es su competencia?**

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*Example: ABC Co's competitors are other janitorial services in the Reno/Sparks area.*

**2. List some of your competition, their strengths and weaknesses.**

**Describa algunos competidores, mencione sus puntos fuertes y débiles.**

Name (Nombre)	Strengths (Puntos Fuertes)	Weaknesses (Puntos Debiles)

*Example: Zippy Clean*

*name recognition*

*Overbooked*





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*Example: ABC Co's prices will be a little higher than other janitorial services. We feel that our clientele will pay a bit more for our quality work and environmentally friendly cleaning products.*

**4. How will you let your clients know about your business?  
Como va informar a sus clientes sobre su negocio?**

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*Example: ABC Corp's clients will most likely look to the yellow pages when searching for a cleaning service. Therefore we will purchase a larger ad size in the Yellow pages. We will also do a direct mailing to those businesses we are targeting. Referrals will also be emphasized.*

**5. How often will you do these activities?  
Con que frecuencia hara propaganda de su negocio? Que tan seguido va hacer esas actividades?**

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*Example: We will take out a yearly advertisement in the yellow pages. We will do direct mail 3 times a year.*

**6. Does your industry have a season? Su negocio tiene temporadas?**

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*Example: Janitorial services are not seasonal.*



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**SECTION IX. PERSONNEL**

- 1. Describe your full-time employees (number, duties, wages) 35 hours or more.**  
**Describe sus empleados de tiempo completo, por ejemplo cuantas horas que van a trabajar, sus responsabilidades y salarios.**

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- 2. Describe your part-time employees (number, duties, wages)**  
**Describe sus empleados de medio tiempo, por ejemplo cuantas horas van a trabajar, sus responsabilidades y salarios.**

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- 3. Describe any outside contractors you may use.**  
**Describe si va a utilizar algun contratista fuera de su negocio.**

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*Example: ABC Co uses a CPA firm for oversight and tax preparation. ABC also contracts all legal issues with a local law firm.*



