

Business (Company) Overview Worksheet

Write a detailed description of your business including the following elements:

The Legal Structure

- Sole proprietor
- Partnership
- Corporation
- Limited Liability Corporation (LLC)

Why have you selected this form of business?

Business Formation History

Mission Statement (Explain your reason for being and your guiding principles.)

Company Goals and Objectives (Describe what you intend the business to achieve regarding the industry, customers, and even the world.)

Business Philosophy (*What is important to the business and why?*)

Customer Description (*To whom will you market your products/services?*).

Industry Description (*Describe the expected growth and how your business can help.*)

Business Strengths (*What factors will make the company succeed? What background experience, skills, and strengths give you an advantage over others?*)

Location

State/Province:

Country:

Language:

Doing Business Via

Check or insert other options that apply to your business.

- | | | | | |
|--------------------------|--------------------|--------------------------|-------------------|--------------------------|
| <input type="checkbox"/> | Website | <input type="checkbox"/> | Consignment | <input type="checkbox"/> |
| <input type="checkbox"/> | Storefront | <input type="checkbox"/> | Shops | <input type="checkbox"/> |
| <input type="checkbox"/> | Online Shop | <input type="checkbox"/> | Local | <input type="checkbox"/> |
| <input type="checkbox"/> | Email | <input type="checkbox"/> | Pickup/Delivery | <input type="checkbox"/> |
| <input type="checkbox"/> | Events | <input type="checkbox"/> | News Subscription | <input type="checkbox"/> |
| <input type="checkbox"/> | Home Shows | <input type="checkbox"/> | FB Marketplace | <input type="checkbox"/> |
| <input type="checkbox"/> | Online Advertising | <input type="checkbox"/> | Amazon | <input type="checkbox"/> |
| | | <input type="checkbox"/> | Sellwire | <input type="checkbox"/> |
| | | <input type="checkbox"/> | Sellfy | |

Notes & Additional Info

