williams
real estate management, inc.
WREM

BUSINESS PLAN OUTLINE

Provide, with your application, financial statements and credit release forms, a business plan which covers the following:

I. Background of Operator

Narrative of business experience, especially retail type.

Copies of the last two years' tax returns

II. Operational Plan

Discussion of how the store/restaurant will be operated; merchandise types/menu items, average pricing levels, targeted customers, marketing and advertising plans, staffing plans.

III. Financial Plan

A. Sales forecast by month for year one, by quarter for year two, annual year three.

B. Detail of sources of cash/method of obtaining equipment/inventory.

C. Cash flow budget monthly for year one. (See format attached).