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**Market Summary:**

1. (a) What is your unique selling point? \_\_\_\_\_

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(b) Why is your business/project (product and/or service) notable? \_\_\_\_\_

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2. Who are your customers? \_\_\_\_\_

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3. Who are your competitors? \_\_\_\_\_

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4. Please indicate the size of the market you currently serve. (*if known*) \_\_\_\_\_

5. How do you currently market the business/project? \_\_\_\_\_

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6. What is your pricing strategy? \_\_\_\_\_

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## Finance

1. What amount of sales are you currently making on a monthly basis? \_\_\_\_\_  
\_\_\_\_\_
2. What is the sales projection for the last three (3) financial years? \_\_\_\_\_  
\_\_\_\_\_
3. What is the business total lifetime sales since starting? *(if available)* \_\_\_\_\_  
\_\_\_\_\_
4. What is the gross profit for the last three (3) financial years? \_\_\_\_\_  
\_\_\_\_\_
5. What is the net profit for the last three (3) financial years? \_\_\_\_\_  
\_\_\_\_\_
6. Does the business currently have any debt? Yes  No  *(If yes, please list debts below)*  
Debts: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**The following items can be attached as an appendix:**

- A product picture
- Operating facility
- Results of market research survey
- Third party evaluation or analyses of the product and/or service