

TEMPLATE

BUSINESS CONCEPT PROPOSAL FOR SELF-EMPLOYMENT APPLICATION

Section B – Business Concept Outline

1. **Business Description:** *Briefly describe your business and highlight the key feature of your products and services.*

2. **Ownership and Management:** *Briefly describe the organizational structure (sole proprietorship or incorporation), ownership, and key management team of your business. Please include how your background fits your business concept.*

3. **Key Initiatives and Objectives:** *Highlight the key objectives, milestones and mission of your proposed business*

4. **Marketing Opportunities:** *Provide an overview of the marketing opportunities for your proposed business.*

5. **Competitive Advantages:** *Summarize the main competitive advantages of your business.*

6. **Marketing Strategy:** *Briefly describe the key components of your marketing strategy.*

7. Summary of Financial Projections:

8. Who are your customers?: *Create a profile of your paying customer.*

9. What is your product or service?: *List and describe the feature and benefits of your proposed business's product or service.*

10. Where is your business going to be located? *Define the main geographic area you intent to target sales to during your first year. What competitors and/or product substitutes are selling to this geographic area? What price do these competitors charge? Why is your customer going to buy from you and not from your competition?*