

## **BEDC DEBT CONSOLIDATION MICRO-LOAN PROGRAMME**

### **BUSINESS PROFILE**

*Use additional space on flip size and add additional pages if needed.*

#### **History and Nature of Business and/or Background Experience:**

- *Describe the nature of business. Describe your industry case for capturing market share. Describe the business' current market position. Describe business structure and model.*

## BEDC DEBT CONSOLIDATION MICRO-LOAN PROGRAMME BUSINESS PROFILE

**Business Location:**

- *Describe where is the business located? Is it in a desired location? Are there competitors nearby?*

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### BUSINESS PROFILE

**Ownership, Management, and Staff:**

- *Describe management & staff and details of experience & qualification. Describe ownership structure.*

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### BUSINESS PROFILE

**Purpose of Debt Funding:**

- *Describe purpose of the loan (cite amounts), breakdown of debt with supporting documents. Describe how the business got to this point. Describe how addressing this debt will assist in increasing revenue for the business as well as paying back the loan.*

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### **BUSINESS PROFILE**

#### **Customer Market and Competition:**

- *Describe who your consumer market is and any competition in the market.*

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### BUSINESS PROFILE

#### **Projected Revenue and Expenses – Gross Profit:**

- *Describe the revenue projections, operating expenses, and how the loan will be paid back. Attach any contracts and agreements.*

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### BUSINESS PROFILE

#### **SWOT Analysis of Request:**

- *Describe the strengths and any known weaknesses of the business. Also, if there are opportunities and threats associated with the loan request for the business. Highlight major mitigating risk factors and strengths.*
- **Strengths**
  
  
  
  
  
  
  
  
  
  
- **Weaknesses and mitigations**
  
  
  
  
  
  
  
  
  
  
- **Opportunities**
  
  
  
  
  
  
  
  
  
  
- **Threats and mitigations**