

Please answer all of the following questions in the space provided. You may print (black ink only) or type on this form. No contest entry should exceed the pages provided.

Name: _____ Age: _____
Business Name: _____
School/Grade Level: _____ Phone #: _____
City: _____ State: _____ County: _____ Zip: _____
Parent Name: _____ Parent Signature: _____

PRODUCTS AND SERVICES

1. Briefly describe each of your business's products or services:

2. What is unique about your products or services?

3. Where do you purchase raw materials, ingredients, or other supplies needed for your products or services?

MARKETING

1. Who is your intended customer? Include demographic descriptions.(i.e. age, gender, profession, etc.)

2. Name three of your competitors?

3. How will you advertise your business to attract customers?

4. Why would a customer choose you over a competitor?

FINANCES

1. Please describe, as accurately as possible, how much it costs you to purchase the supplies needed for each of your products or services for the first year:

2. Please list the prices you charge to customers for each of your products or services:

OPERATIONS

1. Please list the names of the principals of this business and list any relevant experience:

2. Where will your business be located?

3. Are there any licenses or permits required to run your business? If so, where would you go to get the permits?

4. Will you make your products or perform services yourself or will someone else be directly involved in your business?