

# Maxwell's Consulting

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## Business Plan Assessment

1) What is the purpose of your business?

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2) What is the name of your business?

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3) Who is your target market?

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4) Where will your business be located?

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5) How do you plan on financing your business?

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6) Is this is a new or existing business? If existing, will you be able to provide supporting documents, i.e. statement of accounts?

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7) Provide a brief description of the product or services that you're currently offering or would like to offer.

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8) What skill sets or credentials do you currently bring to the business? Do you plan on hiring additional employees? If so, how much?

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9) Who is your immediate competition?

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10) Have you done any previous marketing? If not, how would you like to market your business?

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11) Do you foresee any immediate or current threats?

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12) What are the long term goals for your business?

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