Business (Company) Overview Worksheet

Write a detailed description of your business including the following elements:

**The Legal Structure**

* Sole proprietor
* Partnership
* Corporation
* Limited Liability Corporation (LLC)

*Why have you selected this form of business?*

**Business Formation History**

**Mission Statement** (Explain your reason for being and your guiding principles.)

**Company Goals and Objectives** (Describe what you intend the business to achieve regarding the industry, customers, and even the world.)

**Business Philosophy (***What is important to the business and why?*)

**Customer Description (***To whom will you market your products/services?*).

**Industry Description** (*Describe the expected growth and how your business can help.*)

**Business Strengths** (*What factors will make the company succeed? What background experience, skills, and strengths give you an advantage over others?*)

**Location**

State/Province:

Country:

Language:

**Doing Business Via**

*Check or insert other options that apply to your business.*

* Website
* Storefront
* Online Shop
* Email
* Events
* Home Shows
* Online Advertising
* Consignment Shops
* Local Pickup/Delivery
* News Subscription
* FB Marketplace
* Amazon
* Sellwire
* Sellfy

**Notes & Additional Info**