



**b) Product Benefits: (Why people should buy your product. Logical extension, or capitalizing on an opportunity).**

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**c) Targeted Customers:**

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**d) Targeted Geographic Sales Area:**

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**e) Market Potential: (include sales potential for the next year, market potential for the targeted geographic areas and market potential of the entire market.)**

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**2. Activities to date: (give a brief review of your accomplishments, a sales and profit summary, an explanation of your distribution strategy).**

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**3. Product's/Service's strengths and weaknesses.**

**Strengths**

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**Weaknesses:**

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**4. Product's/Service's Opportunities and Threats**

**Opportunities**

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**Threats:**

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**5. Company Operations: (Briefly describe the following):**

**Sales Strategy:**

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**Distribution Strategy:**

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**Promotional Plans:**

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**6. How will you accomplish the above plans. Please indicate the dates by which these plans will be completed.**

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**7. Impediments to Growth:**

**a) of Sales:**

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**b) of Profits:**

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**c) of Locations:**

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**d) of Market Share**

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**e) of Other**

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**8. Issues/Needs that need mentoring**

**a) Product**

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**b) Sales & Marketing**

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**c) Production**

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**d) Finance**

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**e) Customer Service**

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**f) Cost Reduction**

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**G) Other**

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