

***Required Information for Existing Businesses
Applying For Funding***

Existing businesses seeking funding through Women's Enterprise Centre are required to provide the following information:

1. Up-to-date financial statements including income or profit and loss statements for the last 2 years and an up-to-date balance sheet.
2. Cash flow projections for the next 2 years of operations.
3. A current business plan if available or a written or verbal summary addressing the topics below.
4. A completed Women's Enterprise Centre loan application and \$75.00 application fee.

*Please Note: If you are changing your business products or services or changing your business model in any major way, we will require a full business plan. This shortened version is to be used by business owners who are currently experiencing positive growth and who have at least 2 years of financial statements. If you are unsure please ask one of our Business Advisors.

If you do not have a current business plan, please review these questions with a business advisor or provide a written summary of the business in the following areas:

1. Overview of Business

Please give a brief overview of what your business does, how long it has been in operation, where it is located and the type of facilities from which you operate.

2. Loan Sought

Please state the amount of loan you are applying for from Women's Enterprise Centre and why you are looking for a loan at this time. *(If this is a business purchase, please provide the purchase price, indicate if it is an asset or share purchase and why the owner is selling. Also include information on the length of lease being taken over if necessary and any other conditions)*

3. Analysis of Competitive Conditions

Describe your competitors and how you differ from them. Also, tell us how you have been able to compete.

4. Marketing Plan

Describe your present sales and marketing plan. Who are your key customers? What are you doing that is working? What other strategies are you planning to implement?

5. Planned changes and/or strategies

* Please note that additional information may be requested by a Business Advisor in order to assess your loan application. Please feel free to include any other details or materials that you think may help us to assess your loan application.