BUSINESS HISTORY

Midwest BankCentre
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Applicant Information*

*If your loan request is for the acquisition of stock or assets of an existing business, please answer these questions on behalf of **both** your existing business (if applicable) *and* the business you are acquiring.

Legal Business Name: _____

Please provide a brief background and history of the business and its principals. Please summarize relevant industry experience of owners/guarantors as well as educational backgrounds of proposed principals.

Please describe the product(s) or service(s) the business offers. Supporting brocures or literature is encouraged.

What are the business's primary geographic and/or demographic areas? Who are its customers, where are they located, and how big is the market? What is your current and desired future market share?

Does any customer represente more than 10% of the business's revenues? ☐ **Yes** ☐ **No**

If "Yes," provide details including sales volumes, terms of any contracts between your business and the client(s), whether the client(s) is/are public/privately owned, how long the client(s) has/have been in business, and how long you/seller have done business with the client(s).

How do/will you market your product(s)/service(s)? (Also discuss distribution channels, suppliers, concentrations, and seasonality).

Who are your primary competitors, where are they located, and what are your competitive advantages?

Describe your vision for the business and growth plans for the future. May include growth plans, changes to customer base, future capital investments, capacity, management structure, personnel plans. Please include your succession plan should you or a key employee become incapacitated.