



## Company Overview

10 **Brief Description of Operation:**

11 **Primary Product/Service:**

12 **Secondary Product/Service:**

13 **Species Available** (if applicable):

14 **Seasons Open** (if applicable):

15 **Years in Business:**  
 |  |

16 **Price Range of Product(s)/Services(s):**

17 **Estimated Annual Revenue (Gross):**  
2003:  2004:

2005:  2006:

2007 (Projected):

18 **Major Competitors** (Please list 3 or more):

19 **Unique Selling Proposition (USP):**  
What makes your product/service/location stand out from your competitors?

## Client/Customer Profile

### Your customer base is:

Men:  |  |  % Women:  |  |  %

Families:  |  |  % Corp. Groups:  |  |  %

20 Repeat Clients/Customers Annually:  |  |  %

21 Avg. Age of Clients/Customers:  |  |  yrs

22 Avg. Household Income of Clients/Customers:  
\$  |  |  |  |  |  |  |

23 Additional Client/Customer Comments:

