

**NATIONAL BUSINESS APPRAISERS, INC.**  
**CONFIDENTIAL OWNER BUSINESS PLAN QUESTIONNAIRE**  
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Tel: 949-598-0986 Fax 949.598.0916  
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**Properly filling out this form will require several hours of effort. The tendency is to give brief answers. We need just the opposite. Due to the nature of the business plan we create we require as much detailed information as possible to properly prepare the business plan for your company for the intended purpose so.....**

**PLEASE ELABORATE in answering the questions that follow below. THANK YOU!**

**BACKGROUND**

Date \_\_\_\_\_

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E Mail Address \_\_\_\_\_ Web Address \_\_\_\_\_

SIC \_\_\_\_\_

Name and Home Address of All Shareholders Owning In Excess of 5% of the Company

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Home Telephone(s) of Principal Shareholders

\_\_\_\_\_  
\_\_\_\_\_

Home Fax of Principal Shareholders

\_\_\_\_\_  
\_\_\_\_\_

E-mail Address of Principal Shareholders

\_\_\_\_\_  
\_\_\_\_\_

Corporation Status S-Corp \_\_\_ C-Corp\_\_\_ LLC\_\_\_ LLP\_\_\_ Fiscal Year End \_\_\_\_\_

Accountant: \_\_\_\_\_ Telephone \_\_\_\_\_

Bank \_\_\_\_\_

MEMO

\_\_\_\_\_  
\_\_\_\_\_

NATURE AND HISTORY OF THE COMPANY

1. Nature and History of Company, including:

A. Date and State of Incorporation

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B. States Qualified to do Business

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C. Prior Acquisitions, when and nature of company acquired.

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D. Who started Company and under what circumstances

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E. Year acquired by present management

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F. General Description of Company Services & Products and evolution thereof (half a page).

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2. Litigation

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3. EPA Issues  
(Status of Phase I, Superfund, in ground oil tanks, violations)

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4. OSHA Violations

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5. Licenses Required to Operate Business

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CRITICAL SUCCESS FACTORS

1. What factors are critical to your success  
(e.g. proprietary products, management, customer service, price etc.)  
(List all Patents, Copyrights, Trademarks, Royalty Agreements, etc.)
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MANAGEMENT TEAM AND OWNERSHIP

*(Give a quick profile on the principles and key managers. Provide their position, primary duties and unique skills and experiences that add to firm's distinct competencies: Include CEO, President, CFO, VP of sales and other key people. Provide two or three sentences for each if necessary.)*

1. For all Management Personnel
- Name
  - Position
  - Years w/Company
  - Age
  - Compensation including Bonus

Prior experience, if significant  
Education

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**EMPLOYEES**

(Provide a List with Name, Hire Date, Job Title, Pay Rate or Salary)

1. Number of employees by function or department - include salary range or labor rate

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2. List of unions, number of employees involved with each union and date of last contract renewal

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3. Benefit plans for non-union employees (401K, medical benefits, pensions etc.)

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*(Give a quick profile on the principles and key managers. Provide their position, primary duties and unique skills and experiences that add to firm's distinct competencies: Include CEO, President, CFO, VP of sales and other key people. Write two or three sentences for each if necessary.)*

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PRODUCTS AND SERVICES

*(What products or services does the company produce or provide. And how does it provide them. Not a bad idea here to provide a chart showing the percentages of each product or service. Buyers will always ask what percentage each product takes up in the mix. As many paragraphs as it takes.)*

1. Product/Service Line

Leading services rendered or products sold in order of importance indicating % of contribution to profits. Indicate any brand names or special relationships with vendors.

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2. Product Changes and Obsolescence

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3. Product warranty policies

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4. Warranty costs for the last three years

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### MARKET OVERVIEW

*(Describe the size and growth of your market place. Is the market expanding, static or shrinking and how your company is positioned. Two or three paragraphs)*

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### MARKETING STRATEGY AND SALES

1. Nature of Customers

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2. Number of active customers

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3. List of 10 leading customers, showing amount of sales to each

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4. Sales backlog \_\_\_\_\_

5. Sales backlog same date one year ago \_\_\_\_\_

6. Sales Personnel









MANUFACTURING (If Applicable)

1. Raw materials in order of importance

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2. Manufacturing process

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3. Basis for pricing decisions

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4. Justification of inventory level maintained

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5. At what capacity is plant operating

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6. Days and hours of operations

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