BUSINESS SNAPSHOT

|  |  |
| --- | --- |
| JA COMPANY INFORMATION | |
| JA Company Name |  |
| Product/Service Name |  |
| Product/Service Price |  |
| Logo and/or Tagline |  |
| Mission/Vision/Values |  |

Instructions

IN EACH OF THE FIVE SECTIONS BELOW, ENTER YOUR FINDINGS ABOUT YOUR JA COMPANY.

|  |  |
| --- | --- |
| MARKETING | |
| Team Lead |  |
| Target Audience |  |
| Product/Service Features and Benefits |  |
| Competitive Advantage |  |

|  |  |
| --- | --- |
| MARKETING |  |
| Brief Timeline |  |

|  |  |
| --- | --- |
| SALES | |
| Team Lead |  |
| Sales Goal |  |
| Customer Location |  |
| Additional Customer Segments |  |
| Customer Service |  |

|  |  |
| --- | --- |
| SUPPLY CHAIN | |
| Team Lead |  |
| Production Method |  |
| Quality Control Measures |  |
| Distribution |  |

|  |  |
| --- | --- |
| MANAGEMENT AND LEADERSHIP | |
| Team Lead |  |
| Leadership Structure |  |
| Capitalization Method |  |
| Employee Motivation |  |
| Social Responsibility Plan |  |
| Separation Plan |  |

|  |  |
| --- | --- |
| FINANCE | |
| Team Lead |  |
| Bookkeeper/Signatory |  |
| Bank Name |  |
| Amount of Capital Needed to Launch |  |
| Projected Revenue and Expenses |  |