

Objectives, Strategies, and Plans

Short-term objectives: How do you see your business one year from now? How will your market share, revenues and profit increase?

Medium-term objectives: How do you see your business in three years?

Long-term objectives: How do you see your business in five years?



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Financing or financial support required to achieve objectives

Financial objectives

In the table below, provide highlights of your Two or Three Year Financial Plan, including projected financial statements (with underlying assumptions) and cash flow forecast for the next twelve months.

a) Three year projected financial forecast

	20_	20_	20_
Sales			
Net earnings			
Total assets			
Total outside debt			
Owner's equity			

b) Details of all financing now in place or being requested

Lender	Present amount	Proposed amount	Payments required	Security held or available
Operating loans				
Term loans				
Other loans				
Other lender				
Other lender				
Owners/investors				
Other equity				
Totals				