



SNIEDC

Seneca Nation of Indians Economic Development Company
90 Ohi:yo Way • P.O. Box 437 • Salamanca, NY 14779

Email: sniedc@yahoo.com
Tel. (716) 945-7148
Website: www.sniedc.org

Dear Loan Applicant:

Congratulations in taking a momentous step toward your business goals! Taking the next step into financing the business proposition is important in making your dreams come true. We know you have other financing options so we want to thank you for considering a business that gives back to the Seneca community. We take great ownership in helping the Seneca community foster local economic development through our loan products. Moreover, we are able to assist our clients with improving their credit scores by reporting their payment history to the credit bureaus. We will review your completed loan application and tailor a loan product to the needs of your business and offer competitive interest rates on our business loans.

SNIEDC is pleased to announce that the organization received official certification as a Community Development Financial Institution (CDFI) from the U.S. Department of the Treasury. A certified Community Development Financial Institution (CDFI) is a specialized financial institution that works in market niches that are underserved by traditional financial institutions. Thank you for considering SNIEDC for funding your business development project.

If you have any questions regarding the loan application, please feel free to call the SNIEDC office and we will answer any questions that you may have.

Sincerely,

Jonathan A. Zurek, SNIEDC
Executive Director

LOAN APPLICATION PROCESS

LOAN APPLICATION PROCESS:

1. Develop a Business Plan.
2. Choose the loan product that best suits your business need.
3. Complete our Loan Application (Co-applicants must complete Appendix A).
4. Collect all the necessary documentation as described on the Checklist provided with the application
5. Submit all your application materials and documentation to the SNIEDC Office.
6. SNIEDC will determine your creditworthiness by checking your credit score and report.
7. Your application and documentation will go to the SNIEDC Loan Committee for review and interest rate determination.
8. The Loan Committee will recommend approval, denial, or request more information to the Board of Directors. The SNIEDC Board of Directors will make the final determination.

PURPOSE OF REQUESTING A BUSINESS PLAN

Business development and maintaining a successful business requires planning. A written plan is helpful in anticipating problems and developing strategies for avoiding or minimizing problems. Today, all lending institutions and investors ask for a Business Plan that enables them to make decisions on the applicant's ability to make a profit and repay the loan. In order for the SNIEDC Board to make responsible decisions regarding business loans, sufficient information needs to be submitted which will assist the Board in making these decisions.

A business plan is a formal document detailing the goals of a business and how they will be achieved. The document should include a comprehensive strategy detailing how and why your business will be successful. There are many aspects to consider when starting up your own business, and putting everything down on paper will better prepare you for the development of your new business. The Business Plan also shows if there are any high risks involved in the business. In addition, the Business Plan will provide you with a "blue print" for your new business.

After the SNIEDC Board reviews the business plan and supporting information, they will be better equipped to identify any risks that are present in the venture plus work with the entrepreneur to minimize those risks.



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APPLICATION CHECKLIST

- Loan Application – Must be notarized* []
Business information, requested loan amount, use of loan proceeds and personal financial statements
- Business Plan []
Goals, business structure, marketing plan, 3 years of financial projections
- Tax Returns (Business and Personal) – previous three years []
- Copy of your Driver's License, Tribal ID, and Social Security Card []
- Certificate of SNI Enrollment []
Requested from the Clerk's Office
- Proof of Seneca Nation Business License []
Businesses on-territory require a SNI business license, requested at SNI Clerk's Office
- Proof of Business Liability Insurance and other necessary insurance []
A copy of your Confirmation of Coverage
- Authorization to Release Information Forms []
For SNIEDC to obtain financial information from Housing, Mortgage and Courts
- Designate Other Recipient Release of Information Form (optional) []
For SNIEDC to discuss your account with a designated individual
- Voluntary Assignment of Annuity Payment Form *Notarized* (optional) []
Used for repayment of loan or in the event of payment delinquency/default
- Media Release Form (optional) []
To allow SNIEDC to use your business in our advertisements
- Co-Applicants (if you have a co-applicant)
- | | |
|---|---------------------|
| Appendix A- Application (Signed) | [If Applicable] [] |
| Tax Returns (Business and Personal) - last three years | [If Applicable] [] |
| Copy of Tribal ID, driver's license, and Social Security Card | [If Applicable] [] |
| Certificate of SNI Enrollment | [If Applicable] [] |
- Purchase Quote or Agreement []
If business/equipment is being purchased with loan proceeds
- Collateral Valuation (Invoices, appraisals, etc.) []

*A Notary is available at the SNIEDC office as well as the SNI Clerk's Office

COLLATERAL CHECKLIST

If you are using personal property or property that you are purchasing with your SNIEDC loan proceeds as collateral, include the following items as they may be necessary to secure the collateral.

EQUIPMENT

- | | |
|--|-----|
| Title (Vehicles) | [] |
| Equipment Identification (Brand, Model, Serial #) | [] |
| Vendor Quotes – if equipment is being purchased with loan proceeds
<i>Invoice, purchase quote, detailed description</i> | [] |
| Appraisal – if necessary | [] |

MORTGAGE

- | | |
|--|-----|
| Deed | [] |
| Survey | [] |
| Estoppel Certificate (Requested from SNI Lease Administration) | [] |
| Title Search | [] |
| Property Appraisal | [] |



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SNIEDC LOAN APPLICATION

BUSINESS INFORMATION

Name of Business _____ ☐ Startup ☐ Existing (Start Date ___/___/___)
Company Address _____ ☐ Sole Proprietorship EIN# _____
City, State, Zip _____ ☐ Partnership Year _____
Telephone _____ ☐ Corp. /LLC Year _____ State _____
Website _____ ☐ Full-time Business ☐ Part-time Business
Business Description _____

Company Officers Name	(Attach additional listing if necessary) Position	Company Principals (Shareholders/Partners) Name	% of Interest
_____	_____	_____	_____
_____	_____	_____	_____

APPLICANT INFORMATION

(Co-Applicants must complete Appendix A)

Name	_____	S.N.I. Tribal Roll #	_____
Personal Address	_____	Social Security #	_____
City, State, Zip	_____	Date of Birth	_____
Telephone	_____	Email	_____

Do you have experience with this type of business? ☐ Yes ☐ No If yes, explain: _____

Do you have any formal business training? ☐ Yes ☐ No If yes, explain: _____

LOAN REQUEST

Amount Requested: \$ _____ Term Requested: _____ years
5 year maximum on Micro loans (under \$50,000)
7 year maximum on Business Loans (\$50,000 - \$250,000)
Purpose of Financing: _____

Source of Repayment: _____

Are you current with any debt with the Seneca Nation programs? ☐ Yes ☐ No

Would you be willing to sign a Voluntary Assignment of Annuity Payment form? ☐ Yes ☐ No

Would you like your Voluntary Assignment of Annuity to pay on your loan on a monthly basis? ☐ Yes ☐ No

PROJECT COSTS

Property Acquisition: \$ _____

Renovations: \$ _____

Machinery/Equipment: \$ _____

Professional Fees: \$ _____

Working Capital: \$ _____

New Construction: \$ _____

Acquire Existing Business: \$ _____

Refinance Existing Debt: \$ _____

Inventory \$ _____

Materials/Supplies \$ _____

Other (Describe): \$ _____

Total: \$ _____

SOURCES OF FUNDS

SNIEDC: \$ _____

Bank: \$ _____

Other Loans: \$ _____

Equity Unencumbered Assets: \$ _____

Owner's Contribution (Cash): \$ _____

Total: \$ _____

Describe Other: _____

COLLATERAL *(including purchases with loan proceeds)*

Description (Address if real estate, make, model, serial #, VIN #, etc.)	Make Year	Original Cost	Market Value	Current Lien Balance	Name Lienholder
_____	_____	\$ _____	\$ _____	\$ _____	_____
_____	_____	\$ _____	\$ _____	\$ _____	_____
_____	_____	\$ _____	\$ _____	\$ _____	_____
_____	_____	\$ _____	\$ _____	\$ _____	_____

EMPLOYMENT PROJECTIONS

How many employees will be hired and/or retained as a result of obtaining SNIEDC financing?

Total # of new employees

(New employees to be hired as a result of obtaining SNIEDC financing) _____

Of the total of new employees how many are Native American? _____

Total # of employees retained

(Current employees that will be kept as a result of obtaining SNIEDC financing) _____

Of the total of employees retained how many are Native American? _____

Total # of employees working for your company as a result of receiving financing from SNIEDC _____

Of the total # of employees hired and/or retained as a result of receiving financing:

How many will be full-time? _____ How many will be part-time? _____

PROFESSIONAL SERVICE PROVIDERS

	CONTACT NAME	FIRM/BUSINESS NAME	PHONE NUMBER
Attorney	_____	_____	_____
Insurance	_____	_____	_____
Accountant	_____	_____	_____
Banker	_____	_____	_____

PERSONAL FINANCIAL INFORMATION

Present occupation _____

Present employer _____

Years at current job _____ years

Salary \$ _____/ year

Present employer contact info _____

Street

City

State

Zip

Phone #

Previous occupation

if less than 3 years at current job _____

Previous employer _____

Salary \$ _____/year

Previous employer contact info _____

Street

City

State

Zip

Phone #

ASSETS

Cash on hand & in Banks..... \$ _____

Savings Accounts..... \$ _____

IRA or Other Retirement Account..... \$ _____

Accounts & Notes Receivable..... \$ _____

Life Insurance-Cash Surr. Value Only..... \$ _____
(complete in Section 8)

Stocks and Bonds (do not list assets held in retirement or IRA accounts)..... \$ _____
(Describe in Section 3)

Real Estate..... \$ _____
(Describe in Section 4)

Automobile - Present Value..... \$ _____

Other Personal Property..... \$ _____
(Describe in Section 5)

Other Assets..... \$ _____
(Describe in Section 5)

Total..... \$ _____

LIABILITIES

Accounts Payable..... \$ _____

Notes Payable to Banks and Others..... \$ _____
(Describe in Section 2)

Total Installment Accounts (Auto)..... \$ _____

Mo. Payments \$ _____

Installment Account (Credit card and Other Loans, please list all)..... \$ _____

Mo. Payments \$ _____

Loan on Life Insurance..... \$ _____

Mortgages on Real Estate..... \$ _____
(Describe in Section 4)

Unpaid Taxes..... \$ _____
(Describe in Section 6)

Other Liabilities..... \$ _____
(Describe in Section 7)

Mo. Payments \$ _____

Total Liabilities..... \$ _____

Net Worth..... \$ _____

Total..... \$ _____

Section 1. Sources Of Income

Salary..... \$ _____

Net Investment Income..... \$ _____

Real Estate Income..... \$ _____

Other Income (Describe below)*..... \$ _____

Description of Other Income in Section 1.

Contingent Liabilities

As Endorser or Co-Maker..... \$ _____

Legal Claims & Judgments..... \$ _____

Provision for Federal Income Tax..... \$ _____

Other Special Debt..... \$ _____

*Alimony or child support payments need not be disclosed in "Other Income" unless it is desired to have such payments counted toward total income.

Section 2. Notes Payable to Bank and Others*(Use attachments if necessary. Each attachment must be identified as part of this statement and signed.)*

Name & Address of Noteholder(s)	Original Balance	Current Balance	Payment Amount	Frequency (monthly, etc.)	What was used for collateral?
---------------------------------	------------------	-----------------	----------------	---------------------------	-------------------------------

Section 3. Stocks and Bonds*(Use attachments if necessary. Each attachment must be identified as a part of this statement and signed.)*

Number of Shares	Name of Securities	Cost	Market Value	Quotation/Exchange	Date of Quotation/Exchange	Total Value
------------------	--------------------	------	--------------	--------------------	----------------------------	-------------

Section 4. Real Estate Owned*(List each parcel separately. Use attachments if necessary. Each attachment must be identified as a part of this statement and signed.)***PROPERTY A****PROPERTY B****PROPERTY C**

Type of Property			
------------------	--	--	--

Address			
---------	--	--	--

Date Purchased			
----------------	--	--	--

Original Cost			
---------------	--	--	--

Present Market Value			
----------------------	--	--	--

Name & Address of Mortgage Holder			
-----------------------------------	--	--	--

Mortgage Account Number			
-------------------------	--	--	--

Mortgage Balance			
------------------	--	--	--

Amount of Payment per month/year			
----------------------------------	--	--	--

Status of Mortgage			
--------------------	--	--	--

Section 5. Other Personal Property and Other Assets*(Describe, and if any is pledged as security, state name and address of lien holder, amount of lien, terms of payment, and if delinquent, describe delinquency).***Section 6. Unpaid Taxes***(Describe in detail, as to type, to whom payable, when due, amount, and to what property, if any, a tax lien attaches).***Section 7. Other Liabilities** *(including alimony, child support, separation maintenance, etc.)**(Describe in detail).***Section 8. Life Insurance Held***(Give face amount and cash surrender value of policies - name of insurance company and beneficiaries).*

If the answer to any of the following questions is yes, attach a written explanation:

Have you or your business ever declared bankruptcy? (if yes circle one below)	Yes	No
Present Status: Case Dismissed Payment Plan Debts Discharged (amt: \$_____)	Pending	
Have you or your business experienced foreclosure, repossession, debt judgment or criminal penalty in the last seven years?	Yes	No
Are there any legal actions (claims, lawsuits, etc.) pending against you or your business?	Yes	No
Are you or your business past due on any tax obligations?	Yes	No
Are you or your business delinquent on any loans?	Yes	No
Have you or your business been declared in default on any loans?	Yes	No
Are there currently any unsatisfied judgements against you or your business?	Yes	No
Are you a co-maker, endorser, or guarantor on any loan contract?	Yes	No
Have you ever been charged with or convicted of any felony or misdemeanor other than traffic offenses, or been in the management of any firm or corporation convicted of a felony?	Yes	No
Have you or your business been cited for any violation of Federal, State, Local, or Tribal Laws or regulation with respect to labor practices, hazardous wastes, environmental pollution, or other operating practices?	Yes	No

If the answer to any of the questions is yes, attach a written explanation here:

DECLARATIONS

I (we) authorize SNIEDC to order credit reports, and/or other financial background information on my (our) personal and business financial backgrounds. I (we) authorize disclosure of all information submitted in connection with this application to any financial institution in consideration of any assistance that may be provided.

I (we) attest that to the best of my (our) knowledge, information, and belief, the information contained in the foregoing application is correct and true.

If Applicant is a sole proprietorship or partnership,
sign below.

Applicant Printed Name and Title

Signature

Date

Co-Applicant Printed Name and Title

Signature

Date

If Applicant is a corporation sign below.

Name of Corporation

Authorized Signature

Date

Printed Name and Title

APPLICATION COMPLETE

Officer

Date

STATE OF NEW YORK)
COUNTY OF _____)

On this _____ day of _____ in the year _____ before me, the undersigned, a Notary Public in and for the State,
personally appeared

_____, personally known to me or proved to me on the basis of satisfactory evidence to be
the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the
same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s) or the person upon behalf
of which the individual(s) acted, executed the instrument.

Notary Public

APPENDIX A. CO-APPLICANT INFORMATION

Name of Co-Applicant _____
Co-Applicant Address _____
City, State, Zip _____
Telephone _____ FAX _____
Social Security # _____ S.N.I. Tribal Enrollment # _____
Birthdate _____ Email Address _____

PERSONAL FINANCIAL INFORMATION

Present occupation _____ Present employer _____
Years at current job _____ years Salary \$ _____ / year
Present employer address _____
Street City State Zip Phone #
Previous occupation _____
if less than 3 years at current job _____ Previous employer _____
Previous employer address _____
Street City State Zip Phone #

ASSETS

Cash on hand & in Banks..... \$ _____
Savings Accounts..... \$ _____
IRA or Other Retirement
Account..... \$ _____
Accounts & Notes Receivable..... \$ _____
Life Insurance-Cash Surr. Value Only..... \$ _____
(complete in Section 8)
Stocks and Bonds (do not list assets held in
retirement or IRA accounts)..... \$ _____
(Describe in Section 3)
Real Estate..... \$ _____
(Describe in Section 4)
Automobile - Present Value..... \$ _____
Other Personal Property..... \$ _____
(Describe in Section 5)
Other Assets..... \$ _____
(Describe in Section 5)
Total..... \$ _____

LIABILITIES

Accounts Payable..... \$ _____
Notes Payable to Banks and Others..... \$ _____
(Describe in Section 2)
Total Installment Accounts (Auto)..... \$ _____
Mo. Payments \$ _____
Installment Account (Credit card and Other
Loans, please list all)..... \$ _____
Mo. Payments \$ _____
Loan on Life Insurance..... \$ _____
Mortgages on Real Estate..... \$ _____
(Describe in Section 4)
Unpaid Taxes..... \$ _____
(Describe in Section 6)
Other Liabilities..... \$ _____
(Describe in Section 7)
Mo. Payments \$ _____
Total
Liabilities..... \$ _____
Net
Worth..... \$ _____
Total..... \$ _____

Section 1. Sources Of Income

Salary..... \$ _____
Net Investment Income..... \$ _____
Real Estate Income..... \$ _____
Other Income (Describe below)*..... \$ _____

Contingent Liabilities

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Provision for Federal Income Tax..... \$ _____
Other Special Debt..... \$ _____

Description of Other Income in Section 1. (Alimony or child support need not be disclosed unless it is desired to have such payments counted toward total income.)

Section 2. Notes Payable to Bank and Others*(Use attachments if necessary. Each attachment must be identified as part of this statement and signed.)*

Name & Address of Noteholder(s)	Original Balance	Current Balance	Payment Amount	Frequency (monthly, etc.)	What was used for collateral?
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Section 3. Stocks and Bonds*(Use attachments if necessary. Each attachment must be identified as a part of this statement and signed.)*

Number of Shares	Name of Securities	Cost	Market Value	Quotation/Exchange	Date of Quotation/Exchange	Total Value
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

Section 4. Real Estate Owned*(List each parcel separately. Use attachments if necessary. Each attachment must be identified as a part of this statement and signed.)*

	PROPERTY A	PROPERTY B	PROPERTY C
Type of Property	_____	_____	_____
Address	_____	_____	_____
Date Purchased	_____	_____	_____
Original Cost	_____	_____	_____
Present Market Value	_____	_____	_____
Name & Address of Mortgage Holder	_____	_____	_____
Mortgage Account Number	_____	_____	_____
Mortgage Balance	_____	_____	_____
Amount of Payment per month/year	_____	_____	_____
Status of Mortgage	_____	_____	_____

Section 5. Other Personal Property and Other Assets*(Describe, and if any is pledged as security, state name and address of lien holder, amount of lien, terms of payment, and if delinquent, describe delinquency).***Section 6. Unpaid Taxes***(Describe in detail, as to type, to whom payable, when due, amount, and to what property, if any, a tax lien attaches).***Section 7. Other Liabilities** *(including alimony, child support, separation maintenance, etc.) (Describe in detail).***Section 8. Life Insurance Held***(Give face amount and cash surrender value of policies - name of insurance company and beneficiaries).*

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Present Status: Case Dismissed Payment Plan Debts Discharged (amt: \$_____)	Pending	
Have you experienced foreclosure, repossession, debt judgment or criminal penalty in the last seven years?	Yes	No
Are there any legal actions (claims, lawsuits, etc.) pending against you?	Yes	No
Are you past due on any tax obligations?	Yes	No
Are you delinquent on any loans?	Yes	No
Have you been declared in default on any loans?	Yes	No
Are there currently any unsatisfied judgements against you?	Yes	No
Are you a co-maker, endorser, or guarantor on any loan contract?	Yes	No
Have you ever been charged with or convicted of any felony or misdemeanor other than traffic offenses, or been in the management of any firm or corporation convicted of a felony?	Yes	No
Have you been cited for any violation of Federal, State, Local, or Tribal Laws or regulation with respect to labor practices, hazardous wastes, environmental pollution, or other operating practices?	Yes	No

If the answer to any of the questions is yes, attach a written explanation here:



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COMPONENTS OF THE BUSINESS PLAN

The following is a suggested Business Plan format for inclusion with your Loan Application.

1. Cover Page
2. Statement of Purpose
3. Table of Contents
4. Business Plan
 - a. Description of the Business
 - b. Competition
 - c. Market Strategy
 - d. Location
 - e. Management
 - f. Personnel
 - g. Project Goals and Objectives
 - h. Application and Expected Effect of the Loan
 - i. Summary
5. Appendices
 - a. Financial Data
 - i. Income Statement
 - ii. Balance Sheet
 - iii. Cash Flow Projection

COVER PAGE

Your cover page should include the name of your company, its address, telephone number and a list of the principals or stockholders.

STATEMENT OF PURPOSE

This section must be able to stand on its own because it may be the only section read by potential lenders. While this section appears to be in the beginning of the plan, it should be prepared the last. It should be a factual summary of the entire plan and written in such a way that it attracts immediate interest.

This section should focus on all or most functional areas including the following: (Use a one page format)

1. Who is requesting the loan?
2. Type of Business (i.e. sole proprietorship, partnership, corporation).
3. Product and/or services provided plus potential customers.
4. How much is being requested?
5. What the money will be used for?
6. The benefits the business will receive from the money.
7. How the loan will be repaid including collateral.

If the project has a real estate component include a brief summary of the project including site purchase, demolition/site preparation, new construction or renovation?

DESCRIPTION OF THE BUSINESS

The description of the business should include:

1. The type of business: i.e. retail, merchandising, manufacturing or service.
2. The location of the business.
3. The status of the business: i.e. start-up, expansion, takeover or existing business.

4. The business form: i.e. sole proprietorship, partnership, or corporation. Include names, addresses and telephone numbers of each.
 - a. List partners and percent of ownership
 - b. List all Board of Directors
5. Why this business will be profitable.
6. What the hours of operation will be.
7. Any seasonal fluctuation the business may experience.

If the business has been in existence give a summary of its history discussing any problems that arose during its existence and how these problems were resolved. If the project includes a planned expansion, explain what problems the present size has caused and how the expansion will correct these problems.

If the business is new, your description should explain why the owners will be successful; what their experience is; what will be special about this business and when it will open. Also included should be what, if any, managerial or technical help will be required and who will provide the technical assistance. How will the company offset slow payments by customers?

For a business takeover there should be a brief history of the business to be purchased. This history should include: when and by whom the business was founded. Why the owner is selling and how the purchase price was arrived at. What were the past sales of the business and how did you assess these sales. There should also be information regarding the trend of sales. If this trend is downhill; why is it downhill and how can it be turned around. How will your management plan make the business more profitable?

If there are environmental concerns involved including waste management, describe your environmental or waste management processes and requirements. If there are regulatory environmental permits required, include all permits as an addendum. What regulatory agencies will oversee the environmental portion of the operation?

If the project includes real estate components, provide a summary of the project and include the following in the Addendum:

Legal description of the property. A survey with exact plot size plus showing existing improvements such as buildings, sewer lines, water, electrical etc. and easements. Site photos if available and/or surveys must be included.

1. A recent appraisal, if available. When real property and/or improvements to real property are included in the project and/or constitute collateral, a current appraisal prepared by a recognized appraisal organization must be included at the applicant's expense. For project renovation, a post renovation appraisal must also be included.

2. The plans and specifications for construction/renovation (e.g. type of construction, total square footage, number of stories, square foot allocation for production, warehousing, office space, etc.). Facilities must be handicapped accessible.
3. Include a copy of the purchase contract or option for the site acquisition.
4. Contractor's quotation for all construction/renovation work.

COMPETITION

To be competitive, you must know who your competition will be and what their positive and negative aspects are. A small business can operate profitably in a market too small for big business. Therefore, it is helpful for a small business to identify these unserved and unsatisfied markets where they have an advantage. This section should answer the following questions:

1. Who is the competition? Where is your competition located? What is their reputation and image in the market?
2. Why will this operation be better?
3. What are the strengths and weaknesses of the competition?
4. How does your business compare to its competition? What are its similarities? Its differences?
5. What can be learned from watching the competition?

It is important to study the competition closely so that your business does not jump into a market that is already being adequately serviced.

Address how your business will respond to the competition and changes in the market, and how you differentiate yourself from the competition in order to gain market share.

MARKET STRATEGY

In order to be profitable, a business has to be able to sell its product or service to enough customers to cover its cost. Explain how your market should be segmented and how you will sell and deliver your product or service and why your customers will buy from you.

To do this there must be a defined marketing strategy that includes certain basic marketing concepts. This portion of the Business Plan requires some research. Remember the four "P's" of Marketing: Price, Product, Promotion and Place.

These include:

1. Defining the market. Who needs the service or product?
2. The size of the market.
3. What are the industry standards within this market?
4. Your niche in the marketplace (what makes you unique)? List any patents or product innovations that make your business different from its competitors. If you plan to introduce new products, describe them and mention when they will be introduced into the market.
5. The business place within the market. It should use its special abilities, strengths, to meet the demands in the market they are going to service.
6. The market's growth potential, if new; or, what rate of growth have you been experiencing?
7. Will the business have an increase, decrease or stay constant as the market changes?
8. How will the company take advantage of its strengths within the market they are serving?
9. Pricing strategy that allows the business to be profitable, yet competitive
10. If the pricing will exceed the competitions, how can these higher prices be justified?
11. Discuss your promotional plans.

If the company is a new business, explain the industry's marketing strategy. For an existing business, explain the current strategy covering any problems and how they were overcome.

This section should also include a brief paragraph on the industry's credit terms and the anticipated credit terms of the business involved, if any.

LOCATION

Proper site location is very important. While clientele may eagerly seek out some types of businesses, no matter how obscure their location, many businesses require an easily accessible, highly traveled location to be profitable. This is especially true if the sales are based on impulse buying. Therefore, if this is a new business, the ideal site location should be decided first.

Keeping in mind that rent is the combination of the cost of space plus advertising, it should be determined how close to this ideal location the business can settle.

Items to be included in this section are:

1. The business address.
2. The physical features of the building or buildings.
3. Whether the building will be owned or leased. If leased, state the terms. If owned include the deed in the addendum.
4. What renovations are needed, if any?
5. The type of neighborhood, including zoning laws and permits required.
6. Types of businesses located in the same area.
7. Why this building and/or site is desirable.
8. What affect this site has on operating costs.
9. Are traffic patterns or traffic counts available for this site?

MANAGEMENT

According to numerous studies on the failure of small businesses, approximately 98% failed because of some managerial weakness. If management is inexperienced or unbalanced, they can gain the experience themselves or find a person to give them the needed experience.

This section should include:

1. The Principal's personal history, including:
 - a. Business Background
 - b. Management experience
 - c. Education, both formal and informal
 - d. Personal data: age abilities, interest, etc.
 - e. Reasons for going into business
 - f. Physical condition.
 - g. Why the principals will be successful.
 - h. Include all Principal's (including partners, Board of Directors) personal Financial Statements and Resumes.
2. Related Work Experience
 - a. Operational experience in this type of business.
 - b. Managerial experience in this type of business
 - c. Managerial experience from other areas.
3. Duties and Responsibilities
 - a. Who does what?

- b. Who reports to whom?
 - c. Who makes the final decisions?
- 4. Salaries
 - a. What salary rates will be paid to Managers?
 - b. How will promotions be handled?
 - c. Will fringe benefits be included, list fringe benefits.
- 5. Resources Available to the Business.
 - a. Accountant
 - b. Lawyer
 - c. Insurance Agent
 - d. Business trade or civic organizations
 - e. Consultants
 - f. Colleges and universities
 - g. Federal, state and local agencies.

Information included in this section should indicate that the business is aware of skills both inside the company (management, employees, etc.) as well as that outside the company if technical assistance is needed.

PERSONNEL

The employees hired by a business are very important. The ability of various staff members may increase management or may make up for some expertise needed in the business that management lacks.

Questions that this section should answer include:

- 1. What are the present and future personnel needs?
- 2. Is there a labor pool of people available?
- 3. How many full and part-time employees are needed?
- 4. List key personnel and give a brief description of their job descriptions plus required skills and qualifications.
- 5. How much each employee will earn and whether they will be paid hourly or by salary?
 - a. What salary rates will be paid to employees, using what scale of promotion and/or cost of living increases?
 - b. What fringe benefits, if any, will there be; i.e. life and health insurance, sick, personal or vacation time?

- c. What type of payroll system will be used?
6. Is any overtime expected? What rate will overtime be paid?
7. Will these employees need to be trained? If so, what are the costs?

Studies have shown that over 70% of all clients who stop going to a store do so because of the lack of prompt courteous attention. Therefore, it is important to remember that good employees can make a marginal business work while poor employees can easily destroy an excellent business.

PROJECT GOALS AND OBJECTIVES

List the project's short and long term goals and objectives. Include a time line for accomplishing these goals and objectives. Create a schedule that lists, in a logical manner, your goals and the steps that must be taken in order to accomplish these goals which are the objectives.

Think of this guide as a shopping list or "things to do" list that will help you build your business and make it strong. The schedule should be based upon the information in your business plan, especially the financial section.

Creating a realistic time frame for accomplishments will help ensure that your deadlines are met and reinforce (in the lender's eyes) your competency as a Manager.

APPLICATIONS AND EXPECTED EFFECT OF THE LOAN

This section will be used if the business is planning to finance the project by obtaining a loan or through individual investors.

The best way to attack this problem is to make two lists also known as budgets. The first would be a "bare bones" list, the minimum that is needed to scrape by with. The second list would be an "optimal" list, what would be desirable if money was no problem and profit was not a motive of the company. From these two lists, a final list can be devised of what would be a reasonable loan request to operate the company. This section should include responses to the following:

1. What will you spend the loan money on? (Show the budget of building equipment, inventory, working capital, etc.)
2. What are the actual items to be purchased? Include quotes for items over \$2,500.00.
3. Who will supply these items?
4. How much will they cost? (Include installation charges, freight, etc.)

5. How will these expenditures make the business more profitable?

It is important to make sure that these costs do not exceed the expected revenues.

SUMMARY

This section should summarize all the ideas that have been developed in the business plan. It should show that the sections support each other logically and coherently. It should be written in a way that leaves the reader with a concise, convincing statement that both the project and plan are feasible. Remember to use no more than one page for the summary.

FINANCIAL ANALYSIS AND PROJECTIONS

This section is one of the most important sections of the Business Plan. You must base your fact and figures on historical and/or industry information in order for your projects to be accurate.

The questions asked will be:

1. Can you repay the loan?
2. Are you a good risk?
3. What do you have for collateral?

If you are a new business, it is understood that your financial history is somewhat limited. In such as case, it becomes even more important that you research the industry and use those industry figures as a base for your projections. Be conservative.

The key is to obtain realistic estimates for expenses, equipment, sales, etc. so that your projects are as accurate as possible. You must be able to prove that you will be able to repay your loan and turn a profit within a reasonable amount of time.

This section should be clearly written so that anyone can fully understand how your figures were derived.

The following 3 years of financial projection items must be included:

1. Cash Flow
2. Income Statements
3. Balance Sheet

A financial projection template and guide is available on our website (www.sniedc.org) at the top of the page select Loan Application tab then select from the drop down, Business Plan Financial Projections Template then open link for Score Financial Projects Template and Guide to assist in filling out template.

SUPPORTING DOCUMENTATION - ADDENDUMS

This section is an appendix that should include documents that “back up” your case and support the assumptions made by the Business Plan.



SNIEDC

Seneca Nation of Indians Economic Development Company
90 Ohi:yo Way • P.O. Box 437 • Salamanca, NY 14779

Email: sniedc@yahoo.com
Tel. (716) 945-7148
Website: www.sniedc.org

AUTHORIZATION TO RELEASE INFORMATION TO NATION ENTITIES

I/We have applied for a business loan from Seneca Nation of Indians Economic Development Company (SNIEDC). As part of the application process, SNIEDC may verify information contained in my/our business loan application and in other documents required in connection with the loan, either before the loan is closed or as part of its quality control program.

I/We authorize you to provide SNIEDC all information and documentation that they request. Such information includes, but is not limited to, employment history and income; bank, money market, and similar account balances; credit history; mortgage balances; and copies of income tax returns.

A copy of this authorization may be accepted as an original.

Your prompt reply to SNIEDC is appreciated.

Furthermore, I/We grant SNIEDC permission to release information necessary in assisting me in obtaining other services for which I may be eligible.

This release of information is good for one year from the date signed.

Borrower (sign): _____ Date: _____

Borrower (print): _____

Co-Borrower (sign): _____ Date: _____

Co-Borrower (print): _____



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DESIGNATE OTHER RECIPIENT RELEASE OF INFORMATION FORM

Loan #: _____

Authorization Form to Release Information to (Recipient/Entity):

Recipient/Entity Name: _____ **Relationship:** _____

Recipient/Entity Address: _____ **Telephone #:** _____

I/We, the undersigned hereby authorize and request the Seneca Nation of Indians Economic Development Company ("SNIEDC") to share, release, discuss, and otherwise provide to the above designated individual/entity, any and all public and non-public personal, financial or other information of or relating to the Borrower(s), in SNIEDC's possession or to which SNIEDC may have access. Such information may include, but is not limited to: name, address, telephone number, social security number, credit score, income, loan status, account balances, and payment activity of the Borrower(s). Such information may be provided from the result of SNIEDC's experience with the Borrower(s), or is contained in a loan application, in financial statements, in consumer, business or commercial credit reports, in any other third party reports, in verification forms, or wherever and however such information may be held by SNIEDC.

The Borrower(s) agrees that, SNIEDC shall have no obligation or responsibility whatsoever to verify the identity of the Recipient, and releases and holds SNIEDC harmless from any and all claims, responsibility or liability whatsoever related to, in connection with, or arising out of SNIEDC's release of information under this authorization.

If you would like to limit information the designated recipient/entity can access, please detail below:

Borrower (print): _____

Co- Borrower (print): _____

Borrower (sign): _____

Co- Borrower (sign): _____



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Loan #: _____

SENECA NATION OF INDIANS ECONOMIC DEVELOPMENT COMPANY VOLUNTARY ASSIGNMENT OF ANNUITY PAYMENTS

Recitals:

WHEREAS, the Seneca Nation of Indians Economic Development Company (SNIEDC), PO Box 437, Salamanca, Seneca Nation, New York 14779, has been established by the Nation in accordance with the Constitution of the Seneca Nation; and is the responsible unit of the Seneca Nation for purposes of business loan financing and regional and economic development;

NOW, THEREFORE, the undersigned Nation Member hereby voluntarily assigns his or her Annuity Distribution hereafter payable to Undersigned by the Nation for the purpose of administratively facilitating payment with respect to the Undersigned's obligations to the Seneca Nation of Indians Economic Development Company on the Note and Business Loan delivered by Undersigned to the Seneca Nation of Indians Economic Development Company and for all amendments, modifications, substitutions and extensions thereof (the "Note and Business Loan").

If the Undersigned is in default of any payment or monetary obligation under the Note and Business Loan, subject to any notice or grace period provided in the Note and Business Loan, without further notice to Undersigned the Seneca Nation of Indians Economic Development Company, during such period when this voluntary assignment is in effect, and has not been revoked, may attach and deduct from any Annuity payment(s) thereafter due to the Undersigned the amount of any such indebtedness then in default, including the entire indebtedness in the event of acceleration. This assignment is revocable and shall only remain in effect until the earlier of (i) the revocation of this assignment by the member, in writing; or (ii) the Note and Business Loan being satisfied in full.

Nothing contained in this assignment of Annuity payments shall limit or restrict any right or remedy otherwise available to the Seneca Nation of Indians Economic Development Company with respect to the Note and Business Loan, including an action for enforcement of the Note or foreclosure of Business Loan.

If you have signed a Voluntary Assignment of Annuity form already or have pledged your annuity as (re)payment to anyone, please list below the Program/Individual whom you have pledged to (re)pay with your annuity and the amount:

Assignee: _____

Amount owed: _____ Amount pledged: _____

The Undersigned states that he/she has read this voluntary Assignment, and understands the Terms and Conditions of this Assignment. The Undersigned verifies that he/she is legally competent to enter into this Assignment, and that he/she is without legal guardian, protective payee or assigned power of attorney. By affixing his/her signature below, the Undersigned voluntarily and knowingly enters into this Assignment with the understanding of the terms and conditions set forth.

Print Name

Signature

Date

_____/_____
Tribal ID# Social Security #

Subscribed and sworn to me on this
_____ day of _____, 20____

Notary Public, State of _____
My Commission Expires: _____

Acceptance by SNIEDC

Signature of Representative
Seneca Nation of Indians Economic
Development Company

Date: _____