



Organization Philosophy

Mission Statement:

Geographic/Market Niche

Who do you serve?

Organization History

Founders:

Early years:

Middle Years:

Current:

Strength/Weakness

List your selling points:

What sets you apart from other organizations:

What are your perceived weaknesses:

Service

What does your organization provide, sell, or do?
List all products or services.

Goals

Plans for growth:

Financial:

Clientele, Market Share: