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II. EXECUTIVE SUMMARY

My plan is to open a _____ business that will sell _____ and to offer services for _____ via _____. The owners of this business are _____ and _____. Our customer base will be _____ and we will market to them with the following techniques: _____, _____, and _____. In order to get this business up and running, we require _____ in funds for the purpose of _____.

III. BUSINESS DESCRIPTION

This business will be in the _____ industry. Our business philosophy is _____, and we intend to implement this philosophy by _____. We are