



## BUSINESS INFORMATION CHECKLIST REQUIREMENTS

Trusler Business Center  
719 Commercial Street  
Emporia, Kansas 66801  
Telephone: 620-342-1600 x 16  
Facsimile: 620-342-3223  
E-mail: [kheermann@emporiarda.org](mailto:kheermann@emporiarda.org)  
Home page: [www.emporiarda.org](http://www.emporiarda.org)

## BUSINESS INFORMATION CHECKLIST

The Regional Development Association of East Central Kansas (RDA) appreciates your interest in expanding your business in our area. We strongly believe that communities in our region have much to offer a growing business, both from a proactive business climate and a quality of life perspective.

We try hard to understand the unique needs of each company, and we seek to make sure that there is mutual benefit to your company and our community. The completion of the business information checklist will assist us in determining if there are available incentive programs that can serve your business needs.

The information provided will be held in confidence to the greatest extent allowed by law. Distribution may be made to the RDA Board of Directors, RDA Finance committee members, and the appropriate governmental body.

### Types of Incentives

The City of Emporia and Lyon County has a variety of performance based incentive programs. Manufacturer, warehouse distribution centers, and certain service sector business expansions may qualify for the various performances based incentives. These incentives require thresholds to be achieved on wage, job creation and capital expenditures on building construction and equipment acquisition. The types of incentives, which may be available to a qualifying business, are economic development equipment loans, real & personal property tax abatements, community development block grant loans, sales tax incentive grants, discounted land and industrial revenue bonds.

### Narrative of Project

A written description of the proposed project, on company letterhead and signed by a company officer, which should be submitted to the Regional Development Association of East Central Kansas. We like to know, who, what, why, when, where and how much.

The following information would be helpful:

1. Business description with types of goods or services produced
2. North American Industry Classification System (NAICS) for your business
3. Industry characteristics
4. Business history and mission
5. Ownership and management structure
6. Other locations and facilities
7. Annual revenues

In order to make the incentive calculations; we need total number of projected additional employees by job classification, salary, or wage rates and total annual payroll. The total capital expenditure by equipment costs and facility costs with the total square footage are also needed.

If the utility requirements are more than normal, please include the projected utility needs for water, sewer, natural gas, electricity, and telecommunications. If there are any other special requirements such as, rail accesses, projected in bound and out bound truck traffic, streets and highways, then include that information.

The suggested format for the capital investment and job creation in the body of the narrative letter is as follows:

<b>CAPITAL EXPENDITURES</b>			Estimated Cost
Facility sq. ft. _____			\$ _____
Equipment _____			\$ _____
Total			\$ _____
<b>JOB CREATION</b>			
Salaried Exempt Employees			
Job Title	Annual Salary	Number	Payroll
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
Subtotal			\$ _____
Hourly, Non-Exempt Employees			
Job Title	Hourly Rate	Number	Payroll
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
Subtotal			\$ _____
Total			\$ _____

Upon submission of the written project narrative to the RDA President, an analysis will be completed which will enable us to determine whether some form of assistance may be available. The President will review the results of that analysis with you, at which time you should be able to determine whether you desire to continue the application process, by submitting a business plan.

### Business Plan

Attached to this business information checklist is a suggested format for the detail of information required in a Business Plan. The intent of the business plan is to give a narrative overview of the business, its structure, owners, the company's history, the expansion project, the marketing plan, market feasibility, financial history and projected financial performance.

Once these factors have been finalized, the RDA can structure a proposal for review and consideration. The RDA makes recommendations to the appropriate governing body the City of Emporia or the Lyon County Commissioners. The governing body will, after their review and

possible revision of the proposal, take final action. Under Kansas's law, any final action may result in certain aspects of your project being made public.

If you have any questions, please contact the RDA office, 719 Commercial Street, Emporia, Kansas 66801, 620/342/1600 x 16 or e-mail [kheermann@emporiakschamber.org](mailto:kheermann@emporiakschamber.org)

## BUSINESS PLAN

---

### Business Plan Guidelines

---

Every Business venture can benefit from the preparation of a carefully written business plan. The primary goals of the business plan are:

- 1 To verify market and financial feasibility of a business proposition, allowing owners the opportunity to assure their investment will be sound.
- 2 To facilitate the development and progression of ideas into actual business practices and products.
- 3 To determine the strengths and weaknesses of the company and its competitors, and to provide a comprehensive plan to further company growth.
- 4 To assist in the procurement of funds from either debt or equity financing resources.
- 5 To assist in the development of a strategic plan, organizational objectives, and operational tactics for use in the management of the company.

---

### Business Plan Outline

---

The following outline lists key topics that should be covered in narrative form and standard financial statement format. A business plan should be personalized to fit the nature of your business (i.e., retail, manufacturing, or service).

- 1 Cover: Name, address, and phone number of business. Give your plan a businesslike appearance by printing it on high quality paper and presenting it in a three ring binder.
  - 2 Title Page: Repeat the cover page information and add the names and addresses of the principal owners, general partners, and/or officers. Also show the date of issue of the plan and type “copy number \_\_\_\_\_” so you can control the number of copies.
  - 3 Executive Summary: The first section of a business plan is the last section written. It is compiled using key facts and figures from sections A through I. It is the most frequently reviewed section of any business plan. It is critical that it offers clear, concise, fully documented information. It is to be one to two pages in length, and include a brief company history, including the nature of the business, products/services, market, company age, legal structure, number of employees, etc. Also, it should address the following:
    - A. What is the purpose of this plan? Will it be used as:
      - 1 An operating guide
      - 2 A financing proposal
      - 3 A prospectus to secure outside investors?
    - B. What business structure have you chosen (i.e., sole proprietorship, partnership, corporation, S Corporation)?
    - C. Who are the principals and what are their proportions of ownership?
    - D. Why will the venture be successful?
- For a Financing Proposal
- E. Who is requesting the funds, and how much is needed?
  - F. For what purpose are the funds being requested?
  - G. How will the funds be repaid?
  - H. What collateral will be offered to secure the loan?
  - I. Why does this loan or an investment make sense for the community?
    - 1 Impact on local economy
    - 2 Job creation

- 3 Increased tax base
- 4 Investment in the future of the community

4 Table of Contents: A single-page showing the major topics and page reference.

5 The Company

A. Company Mission & Philosophy

- 1 What is the mission of your business?
- 2 Why does/will your business exist?

B. Current Industry Status

- 1 Description of the Industry 2
- How do you relate to the industry?

C. Company History (for existing business only)

- 1 Describe your company
- 2 Chronological events 3
- Describe your company

D. Background Information (for start-up business only)

- 1 What personal experience do you have that lends itself to the success of this new venture?
- 2 Why do you believe this business will be successful?
- 3 What experience do you have in this industry?

6 The Project

A. State the purpose of this business plan - expansion, purchase or start-up

B. Explain the project

- 1 What will you be doing?
- 2 Where will it happen?
- 3 How will it be accomplished?
- 4 Who will be involved?
- 5 When will it happen?

Narrative of project financial requirements

- 1 Setup costs
- 2 Start-up costs
- 3 Inventory costs

## 7 The Marketing Plan

### A. Industry Overview

- 1 Describe the size (\$) of your industry; how has it changed over the past five to ten years?
- 2 What trends have affected this industry?
- 3 How do the following affect your company?
  - a. The economy
  - b. Government policy
  - c. Cultural & social values
  - d. Lifestyle trends
  - e. Geography
  - f. Technological change
- 4 What changes do you foresee for this industry in the next five to ten years?

### B. Your place in the market

- 1 Where is your product/business in its life cycle?
- 2 How do your customers perceive you?
- 3 Your business image?
- 4 Product/service quality?
- 5 Price?
- 6 Who are your competitors?

### C. Market Feasibility

- 1 What primary and secondary data do you have to determine your market potential?
- 2 What is the total market potential for your product or business?
- 3 What portion of this market can you expect to capture?

## 8 The Promotion Plan

### A. What are your three main market segments?

- 1 What are the buying characteristics of each market segment?
- 2 Describe the most important benefits your product/service provides.

### B. Establish specific marketing goals

- 1 Develop goals for each market segment
- 2 Develop strategies to reach goals

- 3 Develop tactics to achieve each strategy
- 4 Advertising
- 5 Publicity
- 6 Personal selling
- 7 Promotions
- 8 Customer Service
- 9 Business to Business e-commerce

## 9 Management & Operations

### A. Company strategy

- 1 How do you plan to accomplish your goals?
- 2 What are your specific action plans to support each strategy?

### B. Who is on your management team?

- 1 What are their strengths and weaknesses?
- 2 Do you need to add talents to your management staff?
- 3 Do you need a board of advisors?
- 4 Include an organizational chart

### C. Operations

- 1 Describe current day-to-day operations; how is your work completed?
- 2 Do you need to alter operations to reach your goals?
- 3 If you must change strategy, operations, or management to meet your goals, specifically, what must you do?
- 4 What licenses and permits do you need for your business to operate legally?
- 5 Who are your suppliers?

## 10 Financial Data

### A. Provide a complete list of project costs and funding sources including working capital, inventory, equipment, vehicles, construction, leases, and building purchase

### B. Cash flow projections

- 1 Detail by month for the first year
- 2 Include notes of explanation and assumptions

### C. Prepare a projected income statement

- 1 Revenues - forecasted based on market potential
- 2 Expenses - forecasted based on cost estimates

- 3 Prepare a projected income statement for three years
- 4 Provide notes of explanation and assumptions

**D. Projected balance sheet**

- 1 For three years
- 2 Provide notes of explanation and assumptions

**11 The Conclusion**

- A. Present your timeframe for completion**
- 1 Construction
  - 2 New equipment installation & training
  - 3 Marketing
  - 4 Employee training

**12 Appendix**

- A. Use an appendix to support the content of your business plan**
- B. The following items should be included in the appendix for a loan proposal:**
- 1 Company financial statements & tax returns for the past three years
  - 2 Ownership information including:
    - a List of owners/stockholders and list of officers
    - b Date and domicile of incorporation or date partnership agreement was signed
    - c Personal financial statements for all owners
    - d Personal income tax returns for all owners
    - e Copy of purchase agreement or lease agreement
    - f Vendor cost estimates for equipment to be purchased
    - g Contractor estimates for renovation or construction
    - h Insurance coverage, including carrier, amount, and beneficiary
- C. The following information should be included in any business plan**
- 1 Resumes for all members of management
  - 2 Letters of intent from customers
  - 3 Professional letters of reference
  - 4 Market research reports
  - 5 Technical information about products, processes or your technology
  - 6 Marketing materials
  - 7 Photographs of your product, plant and equipment
  - 8 Floor plan of your location

## **BUSINESS PLAN & FINANCIAL ASSISTANCE**

### **LOCAL CONTACTS:**

Frontier Financial Partners  
603 Lincoln Street  
Emporia, KS 66801  
620-342-7041  
Wayne Symmonds  
symmonds@swbell.net

Small Business Development Center  
ESU, 1200 Commercial,  
Cremer Hall Room 130  
Emporia, KS 66801  
620-342-5308 Lisa Brumbaugh  
lbrumbaugh@emporia.edu

Capitol Federal Savings  
602 Commercial  
Emporia, KS 66801  
620-342-0125

ESB Financial  
801 Merchant  
Emporia, KS 66801  
620-342-3454

Lyon County State Bank  
902 Merchant  
Emporia, KS 66801  
620-342-3523

Community National Bank & Trust  
701 Merchant Street  
Emporia, KS 66801  
620-341-7400

### **STATE CONTACTS:**

Kansas Department of Commerce & Housing  
1000 SW Jackson Street  
Suite 100  
Topeka, KS 66612  
785-296-3483