



## Business Description

Be sure to answer **ALL** the following questions.

1. What is the name of your business?
2. Where will you obtain products or supplies?
3. Where will your business be located? List the street address.
4. List at least one thing that is unique about your egg business.
5. What is your pricing strategy (how will you decide how much to charge for your eggs)?
6. What are your estimated sales in units and dollars (how many dozens of eggs will you sell for how many dollars per week)?

## Market Analysis and Strategy

1. Who are your potential customers? Don't include specific names, but list all the types of customers who will buy your eggs.
2. Where do your potential customers live? Don't include specific addresses, but briefly describe their location

3. Why will customers buy their eggs from you instead of the competition?
  
4. How will you promote your egg business or encourage the purchase of your eggs?

### **Financial Information**

Using information in your project record sheets, list all your start-up costs including assets such as equipment, materials and fixtures. Also, list initial operating expenses. Be sure to include inventory, supplies, advertising and promotion costs.

### **Management and Organization**

Outline the responsibilities of all principal personnel in your business: who will do what? Be brief - yet specific

## Grant application

There will be an additional Promissory Note for the terms of the grant that will need to be signed by both the entrepreneur and an adult if applicant is under the age of 18.

## Resources

Debra Kantor will be available to help review small business plans and help with questions about your chickens.

[debra.kantor@maine.edu](mailto:debra.kantor@maine.edu)

Additional resources are available online at:

<http://umaine.edu/4h/home/egg-business-project/>

Submit Egg Business Grant Application to:

Debra Kantor  
University of Maine Cooperative Extension  
Somerset County Office  
7 County Drive  
Skowhegan, ME 04976  
Email: [debra.kantor@maine.edu](mailto:debra.kantor@maine.edu)  
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