

Center for Family Business Excellence

YOUR COMPANY PROSPECTUS

Take some time to carefully answer to these questions. When you do, you'll have a better picture of what you need to do to continue to build the kind of value that buyer's look for in a business investment.

Company Name

- What is the Vision of your company?
- What is the Mission of the business?
 - Think about what makes your business special. How are you different from your competitors
- What is the Product and Service Offering of your business?
 - Consider what makes your product unique.
- Who are your Target Market customers?
 - How big is this target? How much opportunity is there?
 - What are the global, national, and regional trends that will keep your business or product viable/desirable?
- What is your business Service Strategy?
 - What is special about your customer or client relationships—what keeps them coming back?
 - How do you nurture those relationships or your reputation? Are these relationships dependent upon you or are they all about your team or your product?
- What is your "Believability Factor?"_Why should a customer believe what you say?
 - In answering this question think about:
 - What makes you believable? What's your proven track record?
 - What sets you apart from your competitors or makes you singularly unique in how you approach this market or how you deliver product?
- What tools do you have to ensure the product/service is delivered as promised?
 - In answering this question consider that tools can be hardware, software, access, resources or staff. Tools can be anything that suggests you really can deliver on your product promise.
- What about your equipment or proprietary software? Is there something unique, special or interesting about the mechanics of your operation?

- Is there something unique, special or interesting about the mechanics of your operation?
- What makes your team/employees/managers special? What is it like working with them and how/why are they loyal?
- What is your Service Structure?
 - In answering this question think about:
 - How do your customers access your product?
 - Who do they come into contact with, what is their experience, what can they expect to receive?
- What are your personal and business Financial Goals?
 - Capital goals.
 - Net revenue/worth goals.
 - Exit goals.
- What supports your belief that you can achieve these financial goals?
 - What special and specific assets does the business have that will help meet these goals?

As you answer these questions, some other things to think about:

1. What makes your business special—how are you different from your competitors?
2. As a buyer, “why should I invest in your business—part with my cash? What kind of return on my investment am I likely to see in three years, five years, or more?”
3. How easy is it to run your business? Are your systems and processes well-documented? As a buyer, do I need you to run it or can someone like me make it hum?
4. What is so great about the community where your business is located? Why should I keep it there? What is so great about your building or your street location?
5. What are you most proud of and why do you love your business? And finally, why are you choosing to leave?