

## COMPANY DISCRIPTION

- Information about your business, goals and the target customers that you want to serve
- Explain how your company stands out – Competitive Advantage
- Include Business structure, Location, and Founded Date

### EXAMPLE:

Tim's Office Store delivers office supplies to small businesses in Concord, CA and was founded in 2012. The business is structured as an S-Corp, operating under the direction Tim Smith and Jane Smith. Tim's Office Store recognizes the busy lives of small business owners and delivers essential items like printers, cash registers, paper, ink, and desks to their doorsteps. Unlike other office supply stores, Tim's Office Store provides same day service and installation. It's our goal to be the premier, full-service office supply store in the East Bay.