



CELTIC SBA CREDIT APPLICATION

History of Business

(Use Separate Attachments to Answer Questions if Necessary)

Company Name: _____ Date and State of Organization _____

Nature of Business: (Describe the type of business you are in and how/why you became involved; include date and place of business organization and location of facilities and branches.)

Outlook: (What is your outlook concerning the business activity in which you are engaged?)

How will this loan benefit your company?

Customer Profile: (What are the primary markets for your products?)

List Key Customers

Geographic Sales Area

List Major Competitors

Major Suppliers

List Any Trade Association(s) or Regulatory Agencies _____

Future Plans: (What is your growth strategy? Rapid growth, moderate, or maintain market position?
What are the impediments that may impact your success?)

Major Past Accomplishments, how your business differs from the competition, and your competitive advantages:

Marketing Analysis and Strategy: (Explain your promotional, pricing, and distribution strategies)