

# How to complete a Lender-Ready Business Plan in Georgia

Comprehensive SBA-style business plan with executive summary, market analysis, use of funds, and 3-year projections.

## What this form is for

This comprehensive business plan is required by most SBA lenders and commercial banks when you apply for startup capital or expansion loans over \$50,000. You will use it to demonstrate your business concept, prove market demand, and show lenders exactly how you will repay the loan.

## Before you start

- Three years of personal and business tax returns (if existing business) or personal financial statement (if startup)
- Detailed list of how you will spend loan proceeds, broken down by category such as equipment, inventory, working capital, leasehold improvements
- Sales data or realistic revenue projections based on industry benchmarks, competitor research, or existing customer contracts
- Current balance sheet and profit-and-loss statement if you have been operating for six months or more
- Resumes for all owners and key managers, emphasizing industry experience and relevant skills

## Step-by-step

1. Complete the executive summary last, even though it appears first. Write one page summarizing your business concept, target market, competitive advantage, loan amount requested, and how you will use the funds.
2. In the company description section, explain your legal structure (LLC, corporation, sole proprietorship), ownership percentages, Georgia business registration number, and how long you have been operating or your planned launch date.
3. Build your market analysis by defining your target customer demographics, geographic service area, industry size and growth trends, and identifying three to five direct competitors with their strengths and weaknesses.
4. Describe your products or services in detail, emphasizing what makes your offering different and why customers will choose you over established competitors.
5. Create your marketing and sales strategy, covering pricing, advertising channels, sales process, and customer acquisition cost. Be specific about digital marketing, local outreach, or partnerships.

6. Outline your organization and management structure, attaching resumes and defining roles for each principal and key employee.
7. Prepare your use of funds table, listing every expenditure category with dollar amounts that total exactly your loan request. Common categories include equipment, inventory, working capital, marketing, and renovations.
8. Develop three-year financial projections including monthly cash flow for year one, and annual projections for years two and three. Include profit-and-loss forecasts, balance sheet estimates, and break-even analysis. Show assumptions behind your revenue and expense numbers.

## What lenders look for

- Banks reject plans with generic market research. Use specific data about your Georgia market area, actual competitor names and locations, and realistic customer counts based on local population and demographics.
- Your debt service coverage ratio must exceed 1.25, meaning projected profits should cover loan payments with 25 percent cushion. Underwriters will stress-test your numbers, so conservative projections build credibility better than aggressive growth assumptions.
- The most common fatal mistake is mismatched numbers. Your use of funds total must equal your loan request, and your cash flow projections must account for the actual loan payment schedule and interest rate.