**Components of a Business Plan for the WWAPP**

It is highly suggested that the applicant retain a professional financial advisor for business plan assistance. The suggested length is 6-8 pages of narrative (excluding financial statements).

Business name  
Mission statement if you have one  
Principals of the business and their contact information  
Date of when the business was started  
Business structure- e.g. sole proprietor, partnership, corporation (what kind?)  
Location of the business- physical /mailing addresses   
Description of the property- acres of land, feet of shorefront, wharf size, buildings, owner of the property (person or entity)   
Description of the business- what is caught, harvested, stored, processed, sold, products & services  
Description of operations- how many boats, fishermen, landings volume, variety of income sources, use of labor, relate to property use, describe seasonality of business  
Principal buyers- relationships with buyers, changes planned, plans to increase sales or not  
Market strategy- identify customers’ needs, how you meet those needs, describe your niche, advertising and promotion use, identify problems in market, describe possible solutions  
Competitors- names, locations, characteristics, their strengths and weaknesses   
Financial operations- profit and loss reports (2 years back), cash flow statements (2 year projections), assess and describe how you make money, how money flows in & out of the business, how you keep track, who has direct authority in making money decisions, bookkeeping method/person, relationship with bank or other lender, indebtedness, how well you make debt payments, distribution of profits  
SWOT- write about Strengths, Weaknesses, Opportunities, and Threats and how to deal with them.  
Future plans- how you plan to increase the business, how you plan to invest the WWAPP award to enhance the business. Do you have permits secured to do the work you would like to do?  Do you have recent cost estimates?  Can you provide proof of this in your application?  
Qualifications of owners and managers- this can be done with short biographical descriptions or full resumes  
Wrap-up summary at the end