### General Company Planning Name:

1. What business will you be in?
2. What will you do?
3. To whom will you market your products?

**Legal form of ownership**: Define EACH

1. Sole proprietor:
2. Partnership:
3. Limited liability Corporation (LLC) :
4. Which one will you be and why?

**Products and Services**

1. Describe in depth your products or services:
2. What factors will give you competitive advantages?
3. What factors will give you competitive disadvantages?