

**EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION  
EBALDC**



TO: Potential Swan's Tenants  
FROM: Pam Salsedo, Economic Development Specialist  
Re: Planning for your business at Swan's

There are several items of information that are needed by all businesses planning to locate at Swan's. The following list of items along with the attached forms is a guide that will assist you in providing us this important data. Your prompt response in providing this information is important.

1. Business description/summary.  
A work sheet is attached. The questions asked here can help you describe the business concept and summarize other important details of the business. Not all questions will apply.
2. Expand the information above to further describe your competition and potential customers. Identify your likely customer in terms of their age, gender, ethnicity, income and interests. Answer questions such as: How many times per year will your customer use your services or shop at your store? How much are they willing to pay for your goods or services? What does the competition charge? How will you reach your potential customer? How will they find you?
3. List all start-up costs.  
A work sheet is attached. The work sheet is meant to be a guide but you may require additional details for your business. It is important that this list be as complete as possible in order to avoid unplanned expenses after you are ready to move in, or after the business is already open.
4. Sources of funds.  
When number 3, above, is complete you will know the dollar amount required to open your business at Swan's. The next step is to list the sources of funds that will pay for the uses you have listed. Sources might include personal investment (show bank statement or other documentation); partners or other investors (show documentation such as partnership agreement or other commitment); or a loan (show commitment letter). If a loan is necessary we will need to know immediately and we will refer you to some lending sources. If you are already working with a lender provide us with their name.
5. One year projection of income and expenses.  
Use the attached form as a guide. Be sure that the cost of goods sold on line 4 is as accurate at possible.
6. Other information that you will be expected to provide include:
  - a. Tax returns and financial statements for the past 3 years.
  - b. Interim business financial statement.
  - c. If they apply: Partnership agreement or Articles of Incorporation and Bylaws.

Remember that the leasing process for those potential tenants that we are seriously interested in is on a very tight time line. Therefore, if you have questions regarding any of the items we have requested, please contact me and I will respond as promptly as possible. By phone I can be reached at 510-281-5353 x726 or e-mail at [psalsedo@ebaldc.com](mailto:psalsedo@ebaldc.com).