

The Market Entry Fund

CO-RETAILING AWARDS PROGRAM

APPLICATION QUESTIONS

Instructions: Download and read the [Application Guidelines](#) before starting. Submit an application responding to the following questions to the Market Entry Fund. There is no template, however, **submissions must be in Word or PDF form – and not exceed 4 pages.** Submit your finished application to: info@marketentryfund.org, **no later than Thursday, October 8th at 5 pm.** Applications not adhering to the guidelines may be disqualified.

DISCLAIMER: This Application does not obligate the Market Entry Fund to make an award or complete the project. The Market Entry Fund reserves the right to cancel this solicitation and program at any stage of the process should it deem necessary and in the best interest of its charitable mission under law. All costs incurred in responding to this application is the sole responsibility of the Applicant.

I. BUSINESS INFORMATION:

Legal Name of Business: _____

Other Business Names (DBAs): _____

Website: _____ Email: _____

Key Contact Name: _____ Tel: _____

Business Location: _____

Current Retail Location(s) – if applicable: _____

Years in Business: _____ Annual Est. Gross Revenue: _____

Dept of Ag license number: _____ Lic. Expiration Date: _____

What is your company/business structure (e.g. LLC, Corporation, Sole Proprietor) _____

Who owns the business? _____

Is 51% or more of the business (**check all that applies**): woman-owned person of color -owned

Neither. Please elaborate on the details regarding ownership (e.g. owners' community, how decisions are made, financing, shares etc.).

II. PRODUCT INFORMATION

1. Tell us about your product(s) and what inspired you to make the product(s)?
2. What distinguishes your product(s) from other similar/like products?
3. What distinguishes your company from other like companies/producers?
4. What 2-3 milestones have you achieved in the last 6 months – 12 months?
5. Tell us about your business plan and the next 12-months.
6. What is the biggest business obstacle you have faced or are now facing?
7. What do you hope to gain or learn from if you are awarded a Co-retailing Award?
8. How are you making/producing your product and what are the costs associated with production?
9. What are your overall COGs and your profit margins at the moment? Be specific - elaborate on pricing and profit calculations, projections and include questions you might have or are seeking answers to.
10. Describe your current sales approach, including information about stores, partners and methods about how and where you're selling your products now.