



**CHD Leasing, inc.**

**CHD LEASING, INC.**  
**3400 Dundee Road, Suite 180**  
**Northbrook, IL 60062**  
**Phone (847) 291-6494**  
**Fax (847) 291-3414**

**LESSEE BUSINESS PLAN – NEW BUSINESSES**

We would like you to answer the following questions as completely as possible as it will help us better understand your business and may result in a quicker credit decision. If you have questions, please contact a lease consultant, who will be happy to assist you.

**BUSINESS INFORMATION:**

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State Zip Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Mobile Number: \_\_\_\_\_

**APPLICANT INFORMATION:**

Principal Owner Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State Zip Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**EQUIPMENT INFORMATION:**

Equipment Supplier Name: \_\_\_\_\_  
Supplier Salesperson: \_\_\_\_\_  
Equipment Description: \_\_\_\_\_  
Estimated Equipment Cost: \_\_\_\_\_

Have you worked with a CHD Lease Consultant? If so who?

Why are you starting this business?

Who, besides yourself, will be running this business?



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Where is your business located (home, retail store, etc.)? Do you have future plans for a different location?

What sales or other business experience do you have that you consider will be helpful in your new business? (Be specific – years, positions held, etc.)

What if any, unique skills do you feel you possess that will make you successful in this new business?

What do you hope to achieve from this business?

What market do you intend on targeting and how will you reach that market?



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What competitive advantages does your business offer?

Where will you get the down payment and start-up monies to fund your new business?

What other resources and/or assets do you have to fall back on if your business does not produce profits as quickly as you project?

How did you determine the right equipment for your business?

How did you determine you got it at the best price?



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Where do you see your company in 3 years and how will you achieve this?

Do you have a business plan? If so please attach.

Please describe any past or personal credit problems you have encountered and explain how you resolved them?

Please add any other pertinent information you feel may be helpful in approving credit for your business: