

## Global Bridge Immigration Advisors PEI Inc.

## Prince Edward Island Provincial Nominee Program (PEI PNP) Business Impact Category- Work Permit Stream Business Concept Form

1)	What market gap have you identified and how does your product/service address the market gap?
2)	What is the business model and what are the unique selling features of your product/service?
3)	Are there any competitor for your product/service?
4)	Who will be involved in the business? Do you have any partners? Please provide their roles. Titles of everyone involved in the business and company ownership structure.
5)	Location of business and type of business (Inc., Partnership, etc.)
6)	Target customers for your product/service?

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7)	How much investment will you make? Where will it be used? Breakdown of costs?
8)	Name of the business/product/service?
9)	Pricing Strategy?
10)	Sales and promotion process?
11)	Brief explanation of how the product/service works? Technical information (if any), technology used, future upgrades required, etc.
12)	Distribution Process: How would you receive orders for the products/services? Online, e.g. website or offline, e.g. drop in? How are orders fulfilled? Where will assembly happen? How are they shipped? (if applicable)

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13) List of revenue sources from product/service? How much would it cost? Are there any product-pricing packages? Any group discounts?
14) If it is an existing business, provide previous year's income statements, balance sheets, and cash flow statements.
15) How many products/services do you plan to sell per month? What is the planned sales projections for the coming 2 years? E.g. 10% growth, 30% growth month over month or year over year, etc.
16) List of your monthly business expenses.
17) What are your background and experiences? How will they add value to the business?

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