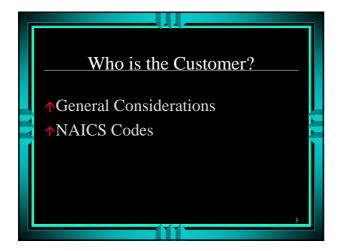
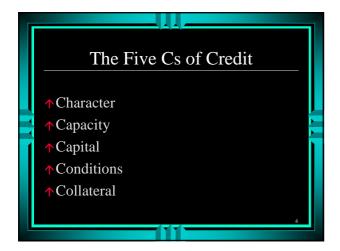


Learning Objectives The importance of non financial analysis How to apply the Five "Cs" of credit The importance of the background of the principals and the business How the debtor's method of operation and industry characteristics affect creditworthiness





Principals and the Nature of Business Importance of the Principals Names of Principals Business Experience and Ability Principals Distribution Functions

Principals and the Nature of
Business (continued)

Financial Worth Principals

Integrity

Information of Record
Other Business Interests

