



Business Name _____

1. Explain the primary focus of your business.
2. Identify three goals for your business?
3. Please identify the strength of your current business structure?
4. Please identify the area that you feel that you are performing deficiently.
5. Do you have valuable customer feedback that should be considered during the planning process?
6. How many employees does your business have?



7. Please describe your current marketing strategy/or needs?
8. Do you currently manage a website, and social media for your business?
9. What is the greatest challenge you have experienced in accomplishing your overall professional goal for the business?
10. Are you willing to invest capital (materials, branding, social engagement, recruitment) to help your business grow? If so, please describe your budget.