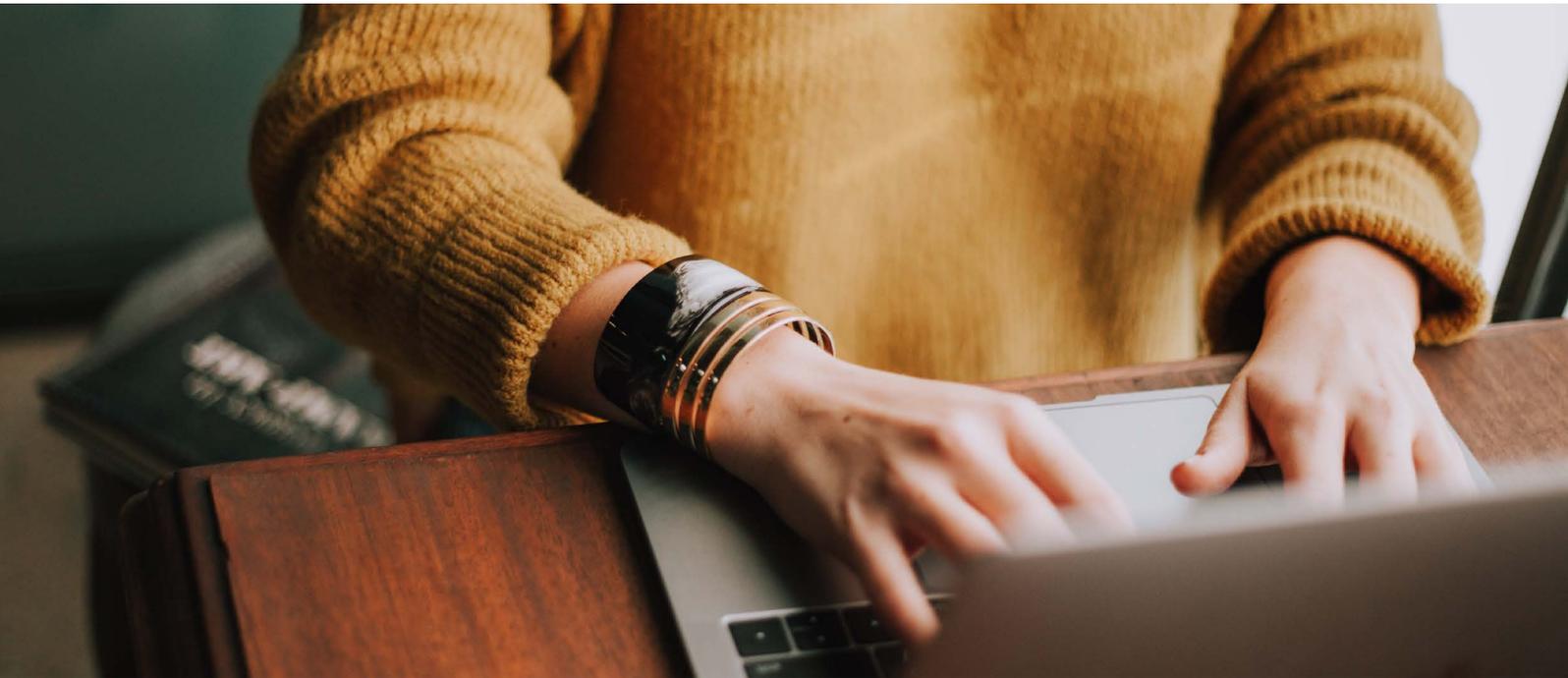


# BUSINESS PLAN QUESTIONNAIRE



Congratulations on starting up a small business!

Here are some questions to think about and answer to help make planning a bit easier.



## IDENTITY

1. Why do you want to start a business?
2. What experience, interest or skills do you bring to the business?
3. Do you have a personal support structure in place?
4. Will this business be full time or part time for you?
5. What's your business name and why did you choose it?
6. What will be the structure of the business (e.g. sole trader, ltd, llp)

## PRODUCT/SERVICE

1. What will/does the business do?
2. How does it do it (deliver the product or service)?
3. Is there a market for your service?
4. Have you identified businesses that are being successful today?
5. What's your market size?
7. What is the competition like?
8. What do you think are its strengths and weaknesses?
9. What are the opportunities for this business?
10. What are the potential threats to this business?

## CUSTOMERS

1. Who (customers) does/will it serve?
2. Who is your ideal customer?
3. Define the customer "problem" and how your business can provide a solution in a unique way.
4. How easy is it to acquire the customer?
5. Have you talked to potential customers about your business?
6. How will you market or tell customers about your business?
7. How will you protect customer information?

## OPERATIONS

1. From where will your business operate?
2. How much capital do you have to invest in the business?
3. How much will it cost you to set up your business?
4. Will you have employees? How will you hire these employees?  
How much will they be paid?
5. How much will you charge for your services?
6. What technology will you use to run your business on a daily basis?
7. How will you manage its finances and tax responsibilities?
8. How much do you have to invest in the business? Will you need outside investment?



Don't forget to contact us if you're looking for support with completing a business plan and getting started.