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Business Plan Questionnaire:

- 1) Business Name: _____
- 2) Business Type: _____ How long in operation: _____
- 3) Logo Design/ Color Scheme: _____
- 4) Name Key Management (Please include a resume(s) attached to this questionnaire:

- 5) Any Attorneys, Accountants, Marketing Consultants, Industry Specialist for the company:

- 6) What type of business is this?
- 7) What are the key products/services that are offered?
- 8) Where is the principal location of business or where would you like it to be?
- 9) How many full time or part time employees would you like to employee or already have?
- 10) How many units of goods or services can your workforce handle in a day, week, and month?
- 11) Who is responsible for overall quality control issues and safety issues within company?
- 12) List any currently owned equipment or assets in company that can be used for collateral?

Description	Date purchased	Cost	Worth

Equipment to be purchased:

Description	Date purchased	Cost	Terms/Payments

- 13) What maintenance or repair programs do you offer on your services?
- 14) Describe any new services currently in development?
- 15) Who is primary responsible for financial control methods?
- 16) Who is responsible for invoicing?
- 17) How do you handle delinquent accounts? What is the company's policy on paying outstanding bills? Pay when due Pay when received Pay on 30 days Other
- 18) Safety and Health: What procedures do you take to protect the safety and health of workforce in the field or office?
- 19) What types of insurance do you need for your business?
- 20) What license or permits are you required to have by law?
- 21) Start Up Cost

In this section include facilities (rent, deposit, utilities, etc) Equipment, Materials/Supplies, Personnel, fees, permits, phone, software, hardware, etc

Activity/Item	Description	Cost
Total		

22) What will be your marketing scheme for this company?

- a. **Slogan:**
- b. **Key Words in Marketing:**
- c. **Style of clothing worn by employees:**
- d. **Other:**

23) What is the vision of the company? Future vision?

24) Do you have a mission statement for the company?

25) List all advertising and marketing vehicles:

Vehicle	Frequency	Desired/Anticipated Cost per year

26) What will make your company stand apart from the other competition? Do you know of any of your competitors?

Competitors:

27) What are the current or foreseeable strengths and weaknesses of your company?

28) Any market risk?

29) Who is your target customer? What demographic? Business or individual customer/consumer?

30) What is the monthly/yearly income of company? What is anticipated in the future?

31) What amount are you seeking to get with your loan/grant, etc?

32) How long would you like this amount to sustain you? (Your budgets we prepare will reflect this amount and timetable.)