

Business Startup Questionnaire

Please complete this questionnaire as best as you can and send it to the South Metro Denver SBDC along with your completed and signed **641 Form** (SBA Request for Counseling), **Client's Rights and Responsibilities Form** and **Business Skills Assessment Worksheet**. After your questionnaire has been reviewed, you will be contacted to discuss your proposed business venture.

Name: _____ Phone: _____ E-mail: _____
Address _____ Zip Code: _____

Briefly describe the business you intend to start or purchase. What is your time frame?
(Please indicate if you are not certain of the type of business)

Have you attended a workshop on how to start a business? ____ Yes ____ No

Why do you want to go into business?

Marketing:

1. Describe in detail the products and/or services you will sell.
2. Why will customers want to buy from you?
3. What are the characteristics of your customers? (Consumers - age, income, sex, lifestyle, etc.: Businesses – industry, revenue, number of employees, location, etc.)
4. How will you reach customers and motivate them to buy?
5. List and describe your direct competition. How will you compare with them regarding price, quality and service?

Management:

1. Describe your experience and knowledge that qualifies you to operate this business successfully.

2. Describe your management experience

3. Why have you chosen this business?

4. What are your goals for this business?

	First Year	Second Year	Third Year
Sales \$			
Profit \$			

5. What aspects of your personality will help ensure the success of the business?

6. Do you have all the skills needed to start and operate this business (marketing, financial, legal, taxes, etc.)? If not, what areas will you need assistance? The **“Business Skills Assessment”** worksheet can help you determine this.

7. How much cash will be required to start this business? \$ _____
The worksheet, **“Estimated Cash Needed to Start a Business”** can help you.

8. If you will need additional money to start the business, estimate how much and where you might get it.

9. In the first year of operation, how much money from the business will you need for personal or family expenses?

10. Do you plan to hire employees?