

Start Up Business Questionnaire

As a marketing company we are passionate about helping start up businesses become successful. Please take 5 minutes to honestly answer the following questions to help you evaluate your new business venture.

Starting a business will require hard work and long hours. Your success will depend on a number of factors, your knowledge, financial status, attitude, skills and the ability to be honest about a range of issues.

You and Your Business

- Have you started your business? Yes No
- What is your main product or service?
- Have you identified yours and your business' strengths and weaknesses? Yes No Don't know
- Did this business start from previous experience? Yes No
- Are your premises presenting the right image for your company? Yes No Don't know
- Is your business home based? Yes No
- Are you aware of legal and cost implications of your business / premises? Yes No Don't know
- Do you have the correct insurance's in place? Yes No
- Could you expand in your current location? Yes No
- Do you have a business plan? Yes No
- Have you set your long and short-term goals? Yes No
- Do you have a sales and marketing plan? Yes No
- Are you planning to employ in the near future? Yes No Don't know
- Do you know who your competitors are? Yes No
- Are you charging enough? Yes No Don't know
- Do you know your market? Yes No Don't know

You and Your Money

- Do you have finance available? Yes No
- How much money do you think you can make in the first year? 0-10k 11-20k 21-50k 50k+ Don't Know
- Have you accurately identified what your overheads really are? Yes No
- Have you set up your internal accounts and credit control procedures? Yes No
- Would you struggle to take on new business due to cash flow problems? Yes No Don't know

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Start Up Business Questionnaire Continued...

You and Your Marketing

- What is your unique selling point?
- Are you allocating time to increase your customer base? Yes No
- Does your company have the right image i.e. Logo/Brand? Yes No Don't know
- How are you advertising your company?
- Is it working for you? Yes No Don't know
- Are you missing important incoming sales calls? Yes No Don't know
- Do you allocate certain times during the day when you call your prospects back? Yes No
- Are you effective at selling and presenting? Yes No Don't know
- Are you finding the time to do your office work, quotes or letters? Yes No
- Do you have an appropriate place to meet with your clients and/or suppliers? Yes No
- Do you know how to market your new product/service to maximise sales opportunities? Yes No Don't know
- Can you action any areas or weaknesses in any of the above subject areas that you are unsure about? Yes No Don't know

Summary

We hope you found this questionnaire useful and thought provoking. Despite experience, knowledge or best intentions, we all need a little help along the way. There are so many things to think about when starting your own business it may help to take professional advice on any of the subject areas that are unfamiliar to you. Simply identifying your strengths and weaknesses will allow you to move in the right direction when starting your business.

Please contact us for a no-obligation review of your business.



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