



BUSINESS PLAN QUESTIONNAIRE

There will never be an ideal time to start your business, so don't wait for the stars to be aligned perfectly. Starting a business is more about feeling that your passion and excitement outweigh your doubts and fears.

By answering these questions, you'll address the vision, mission, objectives, strategies and action plans of your business and what's critical to its success. You might not have many of these answers buttoned down right away. Don't worry, it is a process that will take shape the more you work ON your business.

Consider the questions within this Business Plan Questionnaire as a guide to build the framework and fundamental components of your business plan. Knowing where to start and what is a top priority will help bring clarity and direction to your efforts. Developing a succinct focus for your time, energy and resources will bring your greater confidence and sustained momentum as you step into the world of entrepreneurship.



Question	Response	Research / More info required on...
Name of Business including address and contact info (email and phone)		
Website URL and any domains purchased		
Description of the Business		
Why does this business exist?		
What you offer		
Why you offer it		
Context or background about the business (what or who motivated you or inspired you)		



Question	Response	Research / More info required on...
Why will clients come to you? (What is your mission?)		
The focus of my work involves...		
Describe your target audience (use a persona approach if helpful)		
Describe your major competitors List at least 5 Include their website Include strengths and weaknesses about their product and/or service offering		





Question	Response	Research / More info required on...
Describe your competitive advantage (What is your 'special sauce'?)		
Describe why anyone would hire you and your firm or why they would buy your product/service(s)		
Clarify the nature of the industry in which you want to start your small business		
What problem are you trying to solve? Complete the sentence, "My services/product will solve_____"		



Question	Response	Research / More info required on...
<p>What funds do you absolutely need to have available in order to start your business?</p>		
<p>What resources do you currently have to get started?</p> <p>Make a list of everything you have that can help you (people you know, finance skills, etc.)</p>		
<p>What is your approach to product/service delivery?</p> <p>Will there be a storefront or is it online or some combination of both?</p>		
<p>Outline your pricing and distribution model</p>		



Question	Response	Research / More info required on...
List the marketing trends in your industry		
Describe the advertising and promotional efforts you wish to pursue		
Describe your hours of operation		
Outline your business goals for: 60 days 90 days 6 months 1 year (short term) Up to 5 years (long term)		



Question	Response	Research / More info required on...
List the action steps you will take over the next 2 to 3 weeks to further your business goals (e.g., order business cards by x date)		
List the action steps you will take over the next 3 to 6 months (be as specific as you can)		
List the action steps you will take over the next 6 to 12 months (be as specific as you can)		
What will make your business successful over time?		

