Business Development Questionnaire

Please complete this questionnaire as best as you are able. You may use additional sheets of paper, if necessary. The last page of this questionnaire contains a list of the SBDC Network addresses in Georgia. Please send this completed questionnaire to the office most convenient to you. After the questionnaire has been reviewed, you will be contacted to discuss your proposed business venture.

[Signature of Person Requesting Service] (Date)

Name: ___________________________ Phone: ___________________________ Zip Code: ___________________________

Address: ___________________________

I request business management counseling from the Small Business Development Center and the Small Business Administration. I agree to cooperate should I be selected to participate in surveys designed to evaluate SBDC and SBA assistance services. I authorize SBA to furnish relevant information to the assigned management counselor(s) although I expect that information to be held in strict confidence by him/her. Furthermore, I understand that the counselor(s) assigned will treat all information and data received from me in complete confidence, to the extent permitted by applicable law.

I further understand that any counselor(s) has agreed not to: (1) recommend goods or services from sources in which he/she has an interest, and (2) accept fees or commissions developing from this counseling relationship. In consideration of SBDC’s and SBA’s furnishing management or technical assistance, I waive all claims against SBA personnel, SCORE, SBDC and its host organizations, SBI, USEAC, and other SBA Resource Counselors arising from this assistance.

[Signature of Person Requesting Service] (Date)

Briefly describe the type of business you intend to start.

Have you attended a workshop on how to start a business? _____Yes _____No

If "yes," who presented the how to start a business workshop?

_____Small Business Development Center

_____Other (please specify) ___________________________

Marketing: (For assistance with this section, see page 2 of the Start Up Business Basics.)

1. Describe in detail the products/services you will sell.

2. Why will customers want to buy your products/services? What is your competitive edge?

3. Describe the characteristics of your potential customers (such as age, income, location, attitudes, etc.).
4. How did you determine these customer characteristics? What sources of information did you use?

5. How will you reach customers and motivate them to buy?

6. 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 experiences.

3. Why have you chosen this business?

4. What are your goals for this business?

<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales $</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Profit $</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
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</tbody>
</table>

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, in what areas will you need assistance? (The worksheet on page 3 will help you to determine this information.)
<table>
<thead>
<tr>
<th>BUSINESS SKILLS AREA</th>
<th>Please X below what your status is for each skill</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>OK</td>
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<tr>
<td>The Business Plan: Organization</td>
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<tr>
<td>Inventory</td>
<td></td>
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<tr>
<td>Cash Flow Management</td>
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<tr>
<td>Market Analysis</td>
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<tr>
<td>Competition Analysis</td>
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<tr>
<td>Marketing Plan</td>
<td></td>
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<tr>
<td>Price</td>
<td></td>
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<tr>
<td>Customer Service</td>
<td></td>
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<tr>
<td>Sales</td>
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<td>Management Organization</td>
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<tr>
<td>Public Relations</td>
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<td>Compliance:</td>
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<td>Taxes</td>
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<td>Regulations</td>
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<tr>
<td>Licensing</td>
<td></td>
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<tr>
<td>Other:</td>
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<tr>
<td>Knowledge of the Industry</td>
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<tr>
<td>Business Location Analysis</td>
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<tr>
<td>Managing Customer Credit &amp; Collections</td>
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<tr>
<td>Obtaining Technical Assistance</td>
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<tr>
<td>Legal Issues</td>
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</tbody>
</table>
1. How much cash will be required to start this business? $ ____________________________
   (The worksheet on page 5 will help you to determine this information.)

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

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

4. Estimate the sales and expenses (by month) for the first year of operation (see attached worksheet).

5. How did you arrive at your monthly sales and expense figures?

6. When do you think this business will be profitable?
ESTIMATED CASH NEEDED TO START A BUSINESS

While organizing and gathering information for your business plan, you will also need to determine the estimated cash needed to start your business. Complete the following worksheet:

<table>
<thead>
<tr>
<th>Estimate of monthly expenses based on sales of $ ______ per year</th>
<th>Estimate of cash needed to start (multiply Column 1 by number of months anticipated to be non-profit months—6 months is the recommended number of months).</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLUMN 1</td>
<td>COLUMN 2</td>
</tr>
<tr>
<td>1. Salary of owner-manager</td>
<td></td>
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<tr>
<td>2. All other salaries &amp; wages</td>
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<tr>
<td>3. Rent:</td>
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<tr>
<td>(a) building</td>
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<tr>
<td>(b) equipment</td>
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<tr>
<td>4. Advertising</td>
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<td>5. Delivery expense</td>
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<td>6. Supplies</td>
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<td>7. Telephone</td>
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<td>8. Other utilities</td>
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<td>9. Insurance</td>
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<td>10. Taxes, including social security</td>
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<td>11. Interest</td>
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<tr>
<td>12. Maintenance</td>
<td></td>
</tr>
<tr>
<td>13. Legal &amp; other professional fees</td>
<td></td>
</tr>
<tr>
<td>14. Miscellaneous</td>
<td></td>
</tr>
<tr>
<td>15. SUBTOTAL</td>
<td></td>
</tr>
</tbody>
</table>

STARTING COSTS YOU ONLY PAY ONCE:

| 16. Fixtures & equipment (get quotations from suppliers) | |
| 17. Decorating & remodeling (quotations from contractor) | |
| 18. Installation of fixtures/equipment (quotations from suppliers) | |
| 19. Starting inventory (supplier can help estimate) | |
| 20. Deposits with public utilities (check with utility companies) | |
| 21. Legal & other professional fees (talk to a lawyer, CPA, etc.) | |
| 22. Licenses & permits (check with city offices) | |
| 23. Advertising & promotion for opening (estimate what you'll use) | |
| 24. Accounts receivable (what is owed to you) | |
| 25. Cash (working capital) (for unexpected expenses and reserve for loan principal payment) | |
| 26. Other (make separate list, enter total in Column 2) | |
| 27. TOTAL ESTIMATED CASH NEEDED TO START (add Column 2) | |
**Human Resources:**

1. What will be your human resources needs for the first year?

   Second year?

2. What skills will your employees need?

3. How will your employees be paid (hourly, salary, commission)?

4. What benefits will you provide?

5. What are the costs associated with these benefits?

6. Will employees need special training? If so, is training readily available and at what cost?

7. What is the average salary of similar employees in the area?
SBDC Network Offices

Albany
The University of Georgia
Small Business Development Center
230 S. Jackson St., Suite 333
Albany, GA 31701-2885
(229) 420-1144 FAX (229) 430-3933

Americus
Georgia Southwestern University SBDC
School of Business
800 Wheatley St.
Americus, GA 31709
(229) 931-2091 FAX (229) 931-6917

Athens
The University of Georgia
Small Business Development Center
1180 East Broad St.
Athens, GA 30602-5412
(706) 542-7436 FAX (706) 542-6803

Atlanta
Georgia State University SBDC
MSC 5B0476
33 Gilmer Street, SE, Unit 5
Atlanta, GA 30303-3085
(404) 651-3550 FAX (404) 651-1035

Atlanta
Clark Atlanta University SBDC
School of Business Administration
740 Beewitch Street
Atlanta, GA 30314
(404) 880-8744 FAX (404) 880-6408

Augusta
The University of Georgia
Small Business Development Center
1054 Claussen Rd., Suite 301
Augusta, GA 30907-0305
(706) 737-1790 FAX (706) 731-7937

Brunswick
The University of Georgia
Small Business Development Center
501 Gloucester St., Suite 200
Brunswick, GA 31520-7014
(912) 264-7343 FAX (912) 262-3095

Carrollton
State University of West Georgia SBDC
153 Richards College of Business
Carrollton, GA 30118-4130
(678) 839-5082 FAX (678) 839-5083

Columbus
The University of Georgia
Small Business Development Center
1030 First Ave.
Columbus, GA 31901-2402
(706) 649-7433 FAX (706) 649-1928

Dalton
The University of Georgia
Small Business Development Center
Dalton College Technical Building
Room 112
213 North College Dr.
Dalton, GA 30720-3745
(706) 272-2700 FAX (706) 272-2701

Decatur
The University of Georgia
Small Business Development Center
One Decatur Towncenter
150 E. Ponce de Leon Ave., Suite 400
Decatur, GA 30030
(404) 371-7399 FAX (404) 371-7484

Gainesville
The University of Georgia
Small Business Development Center
604 Washington St., W, Suite B-2
Gainesville, GA 30501-8545
(770) 531-5681 FAX (770) 531-5684

Gwinnett
The University of Georgia
Small Business Development Center
1000 University Center Lane
Building A, Suite 1520
Lawrenceville, GA 30043
(678) 407-5385 FAX (678) 407-5386

Kennesaw
Kennesaw State University SBDC
1000 Chastain Rd.
#4049, Burruss Bldg., Room 405
Kennesaw, GA 30144-5591
(770) 423-6450 FAX (770) 423-6564

Macon
The University of Georgia
Small Business Development Center
200 Martin Luther King Jr. Blvd E
Macon, GA 31201
(478) 751-6592 FAX (478) 751-6607

Morrow
Clayton College and State University SBDC
5900 North Lee Street
P.O. Box 285
Morrow, GA 30260-0285
(770) 961-3440 FAX (770) 961-3428

Rome
Floyd College SBDC
415 East Third Ave.
P.O. Box 1864
Rome, GA 30162-1864
(706) 295-6326 FAX (706) 295-6732

Savannah
The University of Georgia
Small Business Development Center
111 East Liberty St., Suite 200
Savannah, GA 31401-4410
(912) 651-3200 FAX (912) 651-3209

Statesboro
Georgia Southern University SBDC
College of Business Administration
Room 3356
P. O. Box 8156
Statesboro, GA 30460-8156
(912) 681-5194 FAX (912) 681-0648

Valdosta
Valdosta State University SBDC
Harley Langdale Jr. College of Business Administration
Thaxton Hall, Room 100
Valdosta, GA 31698
(229) 245-3738 FAX (229) 245-3741