

Date Received

# 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.

Form #

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Zip Code \_\_\_\_\_

For office use only

Date Called \_\_\_\_\_

Response \_\_\_\_\_

Initials \_\_\_\_\_

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.



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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.).

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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?



	<b>First Year</b>	<b>Second Year</b>	<b>Third Year</b>
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, in what areas will you need assistance? (The worksheet on page 3 will help you to determine this information.)

## BUSINESS SKILLS ASSESSMENT

# Business Development Questionnaire

BUSINESS SKILLS AREA	Please X below what your status is for each skill				
	OK	Need Some Help	Really Need Help	Situation Critical	Comments
<b>The Business Plan:</b> Organization					
Inventory					
Cash Flow Management					
Market Analysis					
Competition Analysis					
Marketing Plan					
Price					
Customer Service					
Sales					
Management Organization					
Public Relations					
<b>Compliance:</b> Taxes					
Regulations					
Licensing					
<b>Other:</b> Knowledge of the Industry					
Business Location Analysis					
Managing Customer Credit & Collections					
Obtaining Technical Assistance					
Legal Issues					

**Financial:** (For assistance with this section, see page 13 of the Start Up Business Basics.)

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:

Estimate of monthly expenses based on sales of \$ \_\_\_\_\_ per year

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).

	COLUMN 1	COLUMN 2
.....		
1. Salary of owner-manager	_____	_____
2. All other salaries & wages	_____	_____
3. Rent:		
(a) building	_____	_____
(b) equipment	_____	_____
4. Advertising	_____	_____
5. Delivery expense	_____	_____
6. Supplies	_____	_____
7. Telephone	_____	_____
8. Other utilities	_____	_____
9. Insurance	_____	_____
10. Taxes, including social security	_____	_____
11. Interest	_____	_____
12. Maintenance	_____	_____
13. Legal & other professional fees	_____	_____
14. Miscellaneous	_____	_____
15. SUBTOTAL	_____	_____

### 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  
125 Pine Ave., Suite 222  
Albany, GA 31701  
(229) 420-1144 FAX (229) 430-3933

## **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  
10 Park Place S., Suite 450  
P. O. Box 3986  
Atlanta, GA 30302-3986  
(404) 413-7830 FAX (404) 413-7832

## **Augusta**

The University of Georgia  
Small Business Development Center  
1450 Greene St., Suite 3500  
Augusta, GA 30901  
(706) 721-4545 FAX (706) 721-4254

## **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**

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  
Cunningham Conference Center  
3100 Gentian Boulevard, Suite 119  
Columbus, GA 31907  
(706) 569-2651 FAX (706) 569-2657

## **Dalton**

The University of Georgia  
Small Business Development Center  
550 North College Dr.  
Continuing Education Bldg., Room 309  
Dalton, GA 30720  
(706) 272-2700 FAX (706) 272-2701

## **Decatur**

The University of Georgia  
Small Business Development Center  
2296 Henderson Mill Rd., Suite 404B  
Atlanta, GA 30345  
(770) 414-3110 FAX (770) 414-3109

## **Gainesville**

The University of Georgia  
Small Business Development Center  
The Featherbone Center  
999A Chestnut St.  
Gainesville, GA 30501  
(770) 531-5681 FAX (770) 531-5684

## **Gwinnett**

The University of Georgia  
Small Business Development Center  
2530 Sever Rd., Suite 202  
Lawrenceville, GA 30043  
(678) 985-6820 FAX (678) 985-6819

## **Kennesaw**

Kennesaw State University SBDC  
KSU Center, Suite 500  
3333 Busbee Dr.  
Kennesaw, GA 30144  
(770) 423-6450 FAX (770) 423-6564

## **Macon**

The University of Georgia  
Small Business Development Center  
111 Third Street, Suite 201  
Macon, GA 31201  
(478) 751-6592 FAX (478) 751-6607

## **Morrow**

Clayton State University SBDC  
2000 Clayton State Boulevard  
Morrow, GA 30260-0285  
(678) 466-5100 FAX (678) 466-5109

## **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  
1100 Brampton Ave., Suite C  
Statesboro, GA 30458  
(912) 478-7232 FAX (912) 478-0648

## **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