



## New Business Questionnaire

- 1) Objectives are Business Goals. Make sure your goals are concrete, specific and measurable. Briefly describe your sales goals.
  
- 2) Briefly describe your market share goals.
  
- 3) Briefly describe your profit goals.
  
- 4) A Mission Statement should define a company underlying goals. What is your mission statement?
  
- 5) Every business has three or four most important factors. These are called, “Keys to Success”. What are your Keys to Success?
  
- 6) What is your product or service?
  
- 7) Describe your previous business experience?
  
- 8) Briefly explain the general nature of the industry your in. Who are your customers? Who are your competitors?
  
- 9) In your industry, what is the most common method of generating customers?
  
- 10) How much financial investment will you need to start your business?