

(NEW BUSINESS QUESTIONNAIRE)

Analyse your business idea

- What product/service will you provide?
- Pricing strategy?
- Is your idea viable?
- How will you protect your ideas?
- Is there a market for your product/service?
- What skills do you need?
- Who are your competitors?
- What difference will you bring to the market?
- Is there growth potential?
- Do you have the financial capacity to start a business?
- Is there any government assistance/grants to help run your business?

Analyse yourself

- Why are you starting a business?
- What are your business and personal goals?
- What are your skills?
- What income do you need to generate?
- How many hours do you think you will work?
- How much wage could you receive if you worked for somebody instead (and how many hours would this be)?
- What are the advantages and disadvantages of starting your own business?

Business plan

Write your business plan – vision statement, future direction, structure, staffing & organisation chart, premises, products/services offered, operations plan, marketing plan, SWOT analysis, future goals & timeframes, finance projections, risk management.

Cash flow

Prepare a two year cash flow analysis, to capture start-up costs, direct business costs, plus owners' wages and finance repayments, that is regularly reviewed. This will help with analysing gross profit margins & break even targets

Management & review

- How will you manage the business?
- What information will be recorded?
- How will you review financial results?
- How often will this occur?
- How will you split your time to working 'in' the business and working 'on' the business?
- How often will owners have business review meetings?

Going into business with family or friends

- Financially, who is going to contribute how much into the business? Is this to be repaid?
- What is the ownership split?
- When making decisions, who has a vote?
- What are each person's role and responsibilities?
- How many hours is each person expected to do?
- What pay rate is each person going to receive?
- How much annual leave do expect from each other?
- How long do you want to stay in business together?
- What happens if someone wants to get out?
- Is there adequate insurance cover if a tragic circumstance occurs to someone?

Make sure you write up an initial agreement and sign off on it, and any further agreements or changes that you agree on, should also be noted and signed off

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