

Planning Questions

Here are questions to guide the business planning process.
Your answers will assist you in planning.

Are you Entrepreneurial Material *(Personal Calling)*

Who are you? _____
What makes you want to be an entrepreneur? _____
What is the vision of your business? _____
How do you describe yourself? _____
List your traits/characteristics: _____
What do you want to gain from being in business? _____
Describe the benefits, rewards and challenges: _____
Describe your business skills. What are your strengths? Challenges? _____
Describe your technology skills? What are your strengths? Challenges? _____

Developing your Business Concept *(Vision)*

What are the customer needs/wants you will serve? _____
How will you deliver your product/service to the customer? _____
What "benefits" are you selling? _____

How do you compare your product or service to your competition? _____
What are the differences, similarities? _____
What type of business entity will you utilize:
Sole Proprietorship, Partnership, Corporation? Why? _____
Who is your management team? Advisors? _____
What will you out-source? _____

Qualification of Market Opportunity *(Customer Loyalty)*

What is the size of your market? _____
Describe the demographics. _____
Who are your major competitors? _____
What percentage of the market are you targeting? _____

Getting Started & Managing the Future *(Goals & Strategies)*

What are your goals for the next two years? _____
What are you projecting for Sales/Gross Margin/Net Profit? _____
What are the entrepreneurial skills you need to develop? _____
How do you plan to develop them? _____
List your sources of prior and current business training: _____