



BizCenter.Org

Chemeketa Small Business Development Center

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Small Business Feasibility Questionnaire

Overview

1. **Describe your business?**
(What is the nature of the industry? What is the nature of your business? What are your products and/or services?)

2. **Why is there a need for your product/service? - (Competitive Advantage)**
(Why do customers need your product/service? How is this need currently being met? Why is your answer better?)

3. **Who is your customer? - (Customer Identification)**
(Identify your ideal customer. Profile this customer. How many of these customers are there in your market area?)

4. **Who is your competition? - (Competitive Analysis)**
(What is your market area? Who is the competition in your market area? What are their strengths? What are their weaknesses?)

5. **Where is your business located? - (Location)**

Marketing

1. Describe in detail the products/services you sell.
2. Why do customers want to buy your product/services? What is your competitive advantage?
3. Describe the characteristics of your ideal customer. (age, income, location, attitudes, etc.)
4. How did you determine these customer characteristics? What source of information did you use?
5. What marketing strategy will you use to reach these customers and motivate them to buy?
6. List and describe your direct competition. What are their strengths? What are their weaknesses?

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Management

1. Describe your technical experience and knowledge that qualifies you to operate this business.

2. Describe your management experience.

3. Specifically, why have you chosen this business?

4. What are your goals for this business?

	First Year	Second Year	Third Year
Sales	\$ _____	\$ _____	\$ _____
Profit	\$ _____	\$ _____	\$ _____

5. What aspects of your personality will help ensure the success of this business?

6. What strengths/skills do you have to start and operate this business? What areas are your weaknesses? (Marketing, finance and accounting, personnel, cash flow, inventory, public relations, etc. , etc..)

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Financial

1. Will a loan be required at this time? Specifically what will you use the money to buy?
2. If you need additional money, how much will you need and from what sources might you get it?
3. Projected sales and expenses (by month) for one year of operations. (Use a separate sheet.)
4. How did you arrive at your monthly sales figures? Specifically, what assumptions did you make?
5. How did you arrive at each of your monthly expense figures? Specifically.
6. How much money from the business will you need for personal expenses?

Personnel

1. What will be your staffing needs for one year? How did you determine this number?
2. What skills will your employees need? Prioritize them from most important to least important.
3. How will your employees be paid (hourly, salary, commission)?
4. What benefits will you provide? What are the annual costs for each benefit provided?
5. Will employees need special training? How will it be provided and at what cost?
6. What is the average wage/salary of similar employees in the area? What source did you use?

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	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Sales													
Cost of Sales													
Expenses													
Rent													
Wages													
Advertising													
Supplies													
Insurance													
Legal & Professional													
Utilities													
Other													
Other													
Other													
Total Expenses													
Gross Profit													

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