

Start Up Business Questionnaire

As a marketing company we are passionate about helping start up businesses become successful. Please take 5 minutes to honestly answer the following questions to help you evaluate your new business venture.

Starting a business will require hard work and long hours. Your success will depend on a number of factors, your knowledge, financial status, attitude, skills and the ability to be honest about a range of issues.

You and Your Business

- Have you started your business? ☐ Yes ☐ No
- What is your main product or service?
- Have you identified yours and your business' strengths and weaknesses? ☐ Yes ☐ No ☐ Don't know
- Did this business start from previous experience? ☐ Yes ☐ No
- Are your premises presenting the right image for your company? ☐ Yes ☐ No ☐ Don't know
- Is your business home based? ☐ Yes ☐ No
- Are you aware of legal and cost implications of your business / premises? ☐ Yes ☐ No ☐ Don't know
- Do you have the correct insurance's in place? ☐ Yes ☐ No
- Could you expand in your current location? ☐ Yes ☐ No
- Do you have a business plan? ☐ Yes ☐ No
- Have you set your long and short-term goals? ☐ Yes ☐ No
- Do you have a sales and marketing plan? ☐ Yes ☐ No
- Are you planning to employ in the near future? ☐ Yes ☐ No ☐ Don't know
- Do you know who your competitors are? ☐ Yes ☐ No
- Are you charging enough? ☐ Yes ☐ No ☐ Don't know
- Do you know your market? ☐ Yes ☐ No ☐ Don't know

You and Your Money

- Do you have finance available? ☐ Yes ☐ No
- How much money do you think you can make in the first year? ☐ 0-10k ☐ 11-20k ☐ 21-50k ☐ 50k+ ☐ Don't Know
- Have you accurately identified what your overheads really are? ☐ Yes ☐ No
- Have you set up your internal accounts and credit control procedures? ☐ Yes ☐ No
- Would you struggle to take on new business due to cash flow problems? ☐ Yes ☐ No ☐ Don't know

Continued...

Start Up Business Questionnaire Continued...

You and Your Marketing

- What is your unique selling point?
- Are you allocating time to increase your customer base? ☐ Yes ☐ No
- Does your company have the right image i.e. Logo/Brand? ☐ Yes ☐ No ☐ Don't know
- How are you advertising your company?
- Is it working for you? ☐ Yes ☐ No ☐ Don't know
- Are you missing important incoming sales calls? ☐ Yes ☐ No ☐ Don't know
- Do you allocate certain times during the day when you call your prospects back? ☐ Yes ☐ No
- Are you effective at selling and presenting? ☐ Yes ☐ No ☐ Don't know
- Are you finding the time to do your office work, quotes or letters? ☐ Yes ☐ No
- Do you have an appropriate place to meet with your clients and/or suppliers? ☐ Yes ☐ No
- Do you know how to market your new product/service to maximise sales opportunities? ☐ Yes ☐ No ☐ Don't know
- Can you action any areas or weaknesses in any of the above subject areas that you are unsure about? ☐ Yes ☐ No ☐ Don't know

Summary

We hope you found this questionnaire useful and thought provoking. Despite experience, knowledge or best intentions, we all need a little help along the way. There are so many things to think about when starting your own business it may help to take professional advice on any of the subject areas that are unfamiliar to you. Simply identifying your strengths and weaknesses will allow you to move in the right direction when starting your business.

Please contact us for a no-obligation review of your new venture.



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