

**BUSINESS PLAN QUESTIONNAIRE**

**Section 1: Background & Goals**

Complete the questionnaire below to the best of your ability.

Your Name:

Name of Company:

Phone Number:

Email:

Legal Structure:

Website:

1. What is the name of your product/service and how does it work? Provide a detailed description.

2. What industry does your business belong?

3. What are the names of the people involved in the business and what are the positions they hold?

4. Tell me four main city your business is targeting.

5. What is the reason behind you starting your business? Include your mission statement. If you don’t

have one, we can provide you with one.

6. Where are you located (geolocation), your business address…

7. What or who is the competition in your industry?

8. If using a website describe your ecommerce platform and also send us your website address.

9. What is the level of experience you have in this industry?

10. Provide a short biography leading up to the point you started the company.

11. Are you looking for an investor? If yes answer the following questions.

12. How much are you selling your product for?

13. What is the amount of revenue you expect to generate in the first year of operation?

14. Is this a home-based business? If no how much is the rent you pay for your office structure?

15. How much are you asking from your investor?

16. What are the costs of the monthly expenses you expect to incur? Please list them along with the cost.

*Monthly expenses in $ USD:*

Rent:

Phone:

Website:

Advertising:

Office Supply:

Insurance:

17. What are the current or existing assets required for startup?

18. Highlight your marketing strategies/plan

19. What are strength, weakness, opportunity and threat as a business (SWOT)?

**Section 2: Financial Analysis**

Kindly provide answers to the following:

1. How much net profit are you anticipating to make in your first, second, third, fourth and fifth years.

2. Kindly list some expenses you would incur in the course of operation. Indicate each expense with price if it is a monthly or yearly expense.

3. At what rate would you be offering your services and at what profit margin (percentage?)

4. How Many Staff members do you have? Kindly give a salary scale on each staff member.

5. Any form of Loan or Investment? If any, kindly state and give % on interest.

6. Fill the startup information below.

Startup

Requirements

Startup Expenses Legal

Stationery etc.

Insurance

Rent

Computer

Other

Total Startup Expenses

Startup Assets

Cash Required

Startup Inventory

Other Current Assets

Long-term Assets

Total Assets

Total Requirements

7. Milestone – A USEFUL TOOL

This is where a business plan becomes a real plan, with measurable activities, instead of just a document.

Include as many specific programs as possible. For each program, give it a name, a person responsible, a milestone date, and a budget. Note that all the above information is very important. You don’t have to be accurate; you can just give an estimate but note that the financial plan will be based on the estimate given.

ANY OTHER RELEVANT INFORMATION YOU THINK WILL HELP WHILE PREPARING INVESTORS BUSINESS PLAN IS HIGHLY WELCOME.

**Thank you for considering your partnership with Harrell Consulting Group.**

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