

## **ABOUT THE BUSINESS**

How did you choose this type of business? \_\_\_\_\_

\_\_\_\_\_

What do you see as your biggest challenge in running a business? \_\_\_\_\_

\_\_\_\_\_

If you could change any three things about your business, what would they be?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Do you have more than one business location, or planning more than one in the future?

\_\_\_\_\_

On a scale of 1-10, where is your business today? \_\_\_\_\_

Why? \_\_\_\_\_

\_\_\_\_\_

What are your peak months? \_\_\_\_\_

\_\_\_\_\_

What are your annual promotions/sales? \_\_\_\_\_

\_\_\_\_\_

How would you describe where your business is now, compared to a year ago? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you anticipating any changes in the next 18 months? \_\_\_\_\_

\_\_\_\_\_

### *Business Revenue Streams:*

Product/Service \_\_\_\_\_ % of revenue \_\_\_\_\_

Product/Service \_\_\_\_\_ % of revenue \_\_\_\_\_

Product/Service \_\_\_\_\_ % of revenue \_\_\_\_\_

*Main Co-Op Sources:*

Manufacturer \_\_\_\_\_ Distributor \_\_\_\_\_

Manufacturer \_\_\_\_\_ Distributor \_\_\_\_\_

Manufacturer \_\_\_\_\_ Distributor \_\_\_\_\_

## **TARGET THE CUSTOMER**

Describe your typical customer? (Age, Profession, HH income level, Education, etc...)

---

---

Describe your ideal customer? (Age, Profession, HH income level, Education, etc...)

---

---

What percentage of your customers are repeat? \_\_\_\_\_

Who are you trying to reach? \_\_\_\_\_

---

---

Who are you failing to reach? \_\_\_\_\_

---

---

How far would you or your client travel for your services? \_\_\_\_\_

---

---

Is there an area that you would like to draw from, that would impact your business?

What does an average customer spend per visit? \$ \_\_\_\_\_

per month? \$ \_\_\_\_\_

per year? \$ \_\_\_\_\_

What separates you from your competition? \_\_\_\_\_

---

---

Who is your competition? \_\_\_\_\_

---

---

## **ADVERTISING**

What are you doing to attract customers? \_\_\_\_\_

---

---

How do you retain customers/promote repeat business? To drive new business?

---

---

---

What advertising do you use for your business? \_\_\_\_\_

Broadcast \_\_\_\_\_%    Radio \_\_\_\_\_%    Newspaper \_\_\_\_\_%

Direct Mail \_\_\_\_\_%    Outdoor \_\_\_\_\_%    Other \_\_\_\_\_%

Which one is the most effective? \_\_\_\_\_

Which one is the least effective? \_\_\_\_\_

What are your expectations of a successful campaign? \_\_\_\_\_

---

---

What is your perception of cable advertising? \_\_\_\_\_

---

---

How is your annual advertising budget determined? \_\_\_\_\_

---

---

What is your annual advertising budget? \_\_\_\_\_

What is the percent by QTR?    1st \_\_\_\_\_    2nd \_\_\_\_\_    3rd \_\_\_\_\_    4th \_\_\_\_\_

Is there anyone else who needs to be involved in the decision process? \_\_\_\_\_

---

---