

LBW & PARTNERS

BUSINESS DEVELOPMENT QUESTIONNAIRE

The first step is to get an overview of what your goals are and where you want your business to go toward.

The questionnaire below can be completed as the first step in this process (of course it is confidential) it forms a part of our Business Development process.

We will contact you to discuss it with you further.

1. PRIMARY AIMS

1.1 What are the 3 things you value most in life?

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1.2 In 30 seconds or less describe the 3 most important goals in your life right now.

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1.3 What would you do if you won \$5 million in the Lottery?

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1.4 What would you do and how would you spend your time if you found out today that you had 6 months left to live? That you would live as you are, in perfect health and then after 180 days, drop stone dead.

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1.5 What have you always wanted to do but been afraid to attempt?

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1.6 In looking back over all the things you have done in your life what sort of things give you the greatest feeling of self worth. Your greatest feeling of importance.

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1.7 Just imagine you received one wish from a genie and you could have any dream you desire. What one thing would you dare to dream if you knew you could not fail?

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1.8 What do you want your life to look like.

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1.9 What would you like to be doing 2 years from now, 10 years from now, 20 years from now?

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1.10 How much money will you need to do the things you want to do? By when will you need it?

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2. STRATEGIC OBJECTIVE

2.1 Given your thoughts and answers to the previous questions how does your business fit in with all of this?

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2.2 What do you want your business to do for you in terms of your lifestyle preferences and income requirements?

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2.3 Where is your business now in relation to where you would like it to be?

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2.4 What do you need to bridge the gap between where you are and where you want to be?

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3. UNDERSTANDING THE BUSINESS

3.1 When did you start in this business?

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3.2 What is your vision for this business?

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3.3 When business is finally done what will be the following:

	<u>WHEN FINALLY DONE</u>	<u>5 YRS</u>	<u>3 YRS</u>	<u>1 YR</u>
GROSS REVENUES:
GROSS PROFITS:
NET PRE-TAX PROFITS:
NET AFTER-TAX PROFITS:

3.4 What does the business do?

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3.5 How does the business operate?

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3.6 Do you plan to have more locations in the future?

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3.9 What do you believe are the 3 key expectations of your client's?

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3.10 What commodities do you market?

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3.11 What is the **PRODUCT** you market?

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3.12 If you have different products, what is the estimated proportion of business from each of these products?

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3.13 Why did you select these products?

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3.14 Are you considering the introduction of other new products?

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3.15 What geographic market are you in?

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3.16 What demographic market are you in? ie:

The most important customer is:

- Age
- Sex
- Income
- Family Status
- Education
- Profession
- How many potential customers in chosen territory?
- Is this population growing?
- What is the competition?
- How are the products priced?
- How are the products selling?
- Is there a future for the product in the territory?
- What is the anticipated growth of the territory?
- Any zoning changes expected?
- How are clients treated by other companies of the same product?

Optional:

How do clients think and feel about the product? (Needs analysis)

- What does the product mean to them?
- How has the product changed their lives?
- If they could have any kind of this product, what would it look like?
- How would it feel to use it?
- What do they want a good (product) to do for them?

3.17 What are the psychographics of your market? (ie. why do your customers buy)

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3.18 Are these the markets you would most prefer to be involved with?

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3.19 What do you want the business to look like in 5 years? In 10 years?

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3.20 How long do you want to stay in this business?

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3.21 How many hours a week do you work?

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3.22 How do you spend your time?

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3.23 How would you like to spend your time?

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3.24 You expect to see the business self operating in how many years?

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3.25 Where do you see the business as operating:

- Locally
- Regionally
- Nationally
- Internationally

3.26 Do you see the business operating as:

- Retail
- Wholesale
- Both