



West Coast Small Business

Questionnaire

You are invited to complete this questionnaire and e-mail it to us. We will review your answers and respond with feedback and suggestions within 48 hours.

There is plenty of room to scroll down when answering questions that need some narrative. Be as complete as you feel is necessary or within your personal comfort zone. Be assured that what you tell us will be held confidentially.

After receiving our feedback, you will still be eligible for our free consultation. Completing this questionnaire will help make the consultation more meaningful and beneficial.

1. What is the name of your business?

Tell us about your business?

What are your annual \$ sales?

How many employees do you have?

2. Rank the the following in order of importance to your business:

PROFIT

SALES

EXISTING CUSTOMERS

PROFIT MARGINS

QUALITY OF SERVICE

QUALITY OF PRODUCT

BEING COMPETITIVE WITH PRICING

GIVING CLIENTS WHAT THEY EXPECT

EDUCATION OR TRAINING FOR YOURSELF OR EMPLOYEES

REPEAT BUSINESS

NEW CUSTOMERS
COST TO CUSTOMERS
KEEPING DEADLINES
NEW PRODUCTS
NEW SERVICES
KEEPING UP WITH TECHNOLOGY AND/OR MARKET NEEDS
EMPLOYEE PERFORMANCE

3. Beside each of the following, tell us whether this area is a strength for your business (ST), or needs improvement (NI), or is a weakness (WS)

PROFIT
SALES
EXISTING CUSTOMERS
PROFIT MARGINS
QUALITY OF SERVICE
QUALITY OF PRODUCT
BEING COMPETITIVE WITH PRICING
GIVING CLIENTS WHAT THEY EXPECT
EDUCATION OR TRAINING FOR YOURSELF OR EMPLOYEES
REPEAT BUSINESS
NEW CUSTOMERS
COST TO CUSTOMERS
KEEPING DEADLINES
NEW PRODUCTS
NEW SERVICES
KEEPING UP WITH TECHNOLOGY AND/OR MARKET NEEDS
EMPLOYEE PERFORMANCE

4.a. Do you have a plan to get new customers?

b. If yes, is it written down?

c.If yes, what is it?

5.a.Do you have a planned approach to keep in touch with customers?

b.If yes, explain how it works.

6.a.Are your products and, or services the best you can make them?

b.If no, explain why.

7.a.Do you have a written business plan?

b.If yes, is it up to date?

8.a.Do you have business goals?

b.If yes, what are they for the next 6 months?

c.If yes, what are they for the next 12 months?

d.If yes, what are they for the next 2 years?

e.If yes, do you expect to meet these goals without making major changes?

9.a.Do you have direct competitors?

b.If yes, who are they?

c.How do you compete with them?
