Business Idea Assessment

Download and complete the form.

Answer all questions as fully as possible.

If you wish to give additional information then please do so in your email submission referenced to the questions below.

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| --- | --- | --- |
| 1 | Business type: goods or services or both? |  |
| 2 | Describe the goods or services |  |
| 3 | If goods then will the business be retail shop, wholesale business to business or online/ telephone order? |  |
| 4 | If services then where will these be performed? |  |
| 5 | Where will the business be located?  Give name of town or city and whether it will be run from home or a business premises. |  |
| 6 | Target market local, UK or international? |  |
| 7 | Will you sell to private customers business to business or both? |  |
| 8 | What experience do you have in this in this business area? |  |
| 9 | What qualifications do you hold? |  |
| 10 | Are you a car owner/driver? |  |
| 11 | Do you own your own home? |  |
| 12 | Do you have a business partner(s)? |  |
| 13 | Have you started up a business before?  If yes was it successful? |  |
| 14 | Is your business idea “new” or is it an established type of business? For example “window cleaning” is established or something no one has ever done such as window cleaning by robots? |  |
| 15 | Will you have any direct competitors? |  |
| 16 | What will make your business stand out from the competition? |  |
| 17 | Will you need to employ anyone from day1? |  |
| 18 | Do you have anyone in your family who has business skills such as accounting administration who can help you? |  |
| 19 | Will the business be your only source of income? |  |
| 20 | Are you giving up a full time job to start this business? |  |
| 21 | Will you be taking over an existing business/ |  |
| 22 | Have you taken any steps to start up the business? |  |
| 23 | Do you already have any likely customers who have expressed an interest in using your business? |  |
| 24 | Have you any money available to help with the start up costs?  If not then how do you plan to fund the costs of starting up? |  |
| 25 | Have you considered what the start up costs would be? If so then please make a sort list with likely £ cost. |  |

When you have completed the form please attach it to an email and send to: <witold.sawin@virgin.net>

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