

## Annexure A

### *Questions regarding your expectations of an aquaculture venture:*

#### **1. Which type(s) of aquaculture interest you?**

- Species
- Production method

#### **2. Describe your product(s):**

- Product form (live, fresh, fillets, smoked, etc.)
- How marketed (wholesale, retail, informal gate sales, etc.)
- What makes your product desirable (a) to produce, (b) to market?

#### **3. How will the business be organized?**

- Sole proprietorship
- Partnership
- Close-corporation or company
- Other

#### **4. Why will you be successful?**

- Who will buy your product?
- What will set you apart from existing or future competition?
- What skills and abilities will make you successful?

#### **5. How much money do you expect to make?**

- What can you survive on?
- What would be a comfortable amount?
- How much would you really like to make?

#### **6. How will the venture affect your family?**

- Are they willing to relocate?
- Are they willing to live on a reduced income, and for how long?
- Will they support you in taking the risk?
- Will family members work in the business?

#### **7. What impact will the new venture have on your present job?**

- Provide supplementary income
- Replace current job

#### **8. How long do you expect it will take for the venture to —**

- Become operational?
- Become profitable?
- Achieve your financial goals?

