



## ***BUSINESS CONCEPT QUESTIONNAIRE DEFINITIONS***

KGS is providing this Small Business Development Packet to assist Entrepreneurs with formal conceptualization of their business plans. Download your copy today – it's Free!.

The following section descriptions will familiarize you with what type of information is needed to complete the questionnaire.

### **I. Idea Background**

The history of your personal experience, trade, or education that links you to your business idea.

### **II. Mission**

This is the purpose of why you desire to start a business.

### **III. Service/Product**

These are the actual items that will be made available for sale to customers.

### **IV. Marketing Niche**

For everything you desire to sell, what makes it special and who do you see buying it.

### **V. Competitors**

For everything you sell, who else is selling it.

### **VI. Strategic Approach**

These are the step-by-step processes you will take to turn your idea into a business and then how you will make the business grow.

### **VII. Management Team**

Your management team is the people responsible for coordinating the business product supply to customers and they are responsible for the business recordkeeping.

### **VIII. Operating Staff**

Your operating staff is the people responsible for serving the business product to customers and those assisting the management team.

### **IX. Financial Planning**

These are the prices for items sold and purchased along with the anticipated sales volume. When calculated, they will provide the feasibility of the business.

Forms Included:

Capital Investments – items obtained to establish the business (ie. Building equipment, initial stock/inventory, working capital during incubation period, etc.)

Revenue Projections – income generated/to be generated from service or product sales, operations grants, business investments, etc.

Financial Projections – compilation of operating revenue in relations to expenses, assets and debts.

*With zealous hopes for your business success – GOD bless and guide!*

*R.F. Serious, Sr. Strategic Planner*