

## **Small Scale Business Improvement Target Audience Questions**

1. What are the difficulties that you face in your day to day operations of your business.
2. How do you currently reach out to your customers or target audience?
3. Do you feel any digital solution can improve your customer outreach?
4. How do you manage your inventory in your business operations?
5. What are the key factors that influence customer loyalty and retention for your business?
6. How do you measure the success of your customer outreach and experience efforts?
7. What are the areas of improvement you see in your current business model
8. Are there any specific customer demands or market trends that you believe can be better addressed through digitalization?
9. How do you differentiate your business from competitors to attract and retain customers?
10. How many customers do you deal with daily? Will there be any spike in your customer base at a particular season or event?
11. Are you focusing on specific income brackets or economic segments within the local community?
12. What are the most effective marketing channels for your business?
13. What resources or support would be most helpful to improve your customer outreach and experience?
14. How do you leverage customer data to better understand their needs and preferences?
15. What are your long-term goals for customer growth and how do you plan to achieve them?