

Interview questions (business)

1. How do customers usually choose to pay?
(SCREENER)?
2. Are the sales stable year-long?
3. Is there a particular season when you notice more or less customers?
4. What is your production cycle?
5. Are you open all year long? (Do you take longer breaks)
6. How does it impact shop sales and prices?
7. What are your specialties? What makes your farm products special?
8. What are you most proud of?
9. Which products are your best-sellers?
10. How do you define success for your business?
11. How do you set your prices?
12. Which problems do you struggle with most?
(Issues with running a local farm shop)
13. What do you do with surplus if you have it?
14. Are there any regular discounts, promotions, seasonal special offers?
Why (not)?
15. What do you do when you have a bad year and you don't produce enough?
16. How do you engage in the local community?
(Charity / Events)
17. Why don't you have an online shop at the moment?