



Serving Pinellas County, Florida

Bulletin Number 103

(Issued August 2006)

Pre-Counseling Questionnaire for a Start-up Business

This questionnaire is to be completed by client prior to first meeting with a business counselor.

- Why do you want to start your own business?
- What type of business will it be? What is your competition, and how competitive will your product/service be?
- What has been your business experience in this field? What special skills are required, and do you possess these skills?
- Are you prepared to work long hours?
- Are you prepared for possible losses in the first year while you do much of the administrative work (marketing, bookkeeping, etc.)?
- Will your business operate from a facility other than your home? If so, where and at what cost?
- If you plan to operate from your home, do you have space for an office and/or storage?
- Does your community allow for this type of home-based business?
- What is your marketing plan?
- Please provide a list of start-up costs
- Please provide a monthly cash flow statement showing not only projected revenues from the new venture but also operating expenses (marketing, rent or lease cost, salaries, office supplies, legal, licenses and permits, insurance, bookkeeping, utilities, etc.) and capital purchases the first year?
- What is the source of your funds and do they include funds for living expenses if you are the sole source of income?
- What are your monthly household expenses? They should be included in your cash flow statement but kept separate if this venture will be the sole source of income.
- If selling a product, what will be the cost of sales (retail sales, less cost of materials plus shipping) and net profit?
- What will be your form of business organization (sole proprietor, “S” or “C” corporation, partnership, limited liability, other)?
- Have you discussed your proposed business with a lawyer, an accountant or bookkeeper, and an insurance agent? Are these costs factored into your expense analysis and cash flow statement?