**Task B: Questionnaire 2**

1. **Strategy and SWOT:**
2. Fill in the below SWOT Analysis.

The SWOT is a useful technique for understanding your strengths and weaknesses, and for identifying opportunities open to you and the threats you face. Used in a business context, it helps you carve a sustainable niche in your market. Important tip: Strengths and weaknesses are internal to your organization, while opportunities and threats generally relate to external factors.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| **Product/Service offering** |  |  |  |  |
| **Brand/Marketing/**  **Communications** |  |  |  |  |
| **Financials** |  |  |  |  |
| **Operations/**  **Management** |  |  |  |  |

1. Make an estimate of the size of the market. What is your share of that market? In other words, how many customers can you attract over a certain period of time? .......……………...

….…………………………………………………………………….………………………………………….……..……..……………………………………......…………………..……….

1. Provide an expansion plan and the costs associated with such expansions (i.e. purchase of new equipment/machinery, marketing, sales).

\*Tip: think of how you will allocate the grant, if offered, and how it would affect your business. Ensure the cost is as accurate as possible by getting proper quotations, which you will be required to submit if you are chosen among the winners, prior to receiving the grants.

It is important to keep in mind that the cost will have to be directly related to enhancing job opportunities (employment within the company).

|  |  |
| --- | --- |
| **ACTIVITY** | **COST** |
|  |  |
|  |  |
|  |  |
|  |  |

1. Please provide the number of jobs that will be created in your expansion plan(i.e. the number of **new** employees you will hire based on the above plan).

* 0
* 1 - 3
* 3 - 5
* 6 - 10
* 10 <

1. **Financial Overview:**
2. Is there an official bank account in the company’s name?

* Yes
* No

How much was your initial investment? …………………………………………………..…...

……………………….…………………………………………………………………….……

1. Did you take a loan to fund your initial investment, or any time after that?

* Yes
* No

\*If you answered yes:

What is the amount? ……………………………………………………………….……………………………………

Have much of it have you reimbursed so far? ……………………………………………………………….……………………………………

1. Are you planning on taking a/another loan in the next 12-24 months?

* Yes
* No

If you answered yes, what is amount? ……………………………………………………………….……………………………………

1. List your revenue streams. (i.e. how does your business generate revenue, what are you selling?)…...….…………………….…………………………………………………………...….…………………….…....……….……………..…………………………….…………………………………………………………….……………..…………...………………………….…………………….…...……………………..…………………………….…………………..
2. What are your main expenses? Select all that apply.

* Cost or access to skilled labor
* Cost of equipment
* Cost of space
* Transportation cost
* Energy/Water cost
* Marketing/Sales cost

1. What is your current business status, in terms of numbers, compared to 12 months ago? (i.e. number of products sold, number of sales points, profit…)

* Expanding
* Stable
* Declining
* N/A

1. Provide a 2-3 year projection Cash flow Statement or a Profit and Loss Statement..

Cash flow is the movement of money in and out of your business. The process includes:

* **Inflow** which comes from operations such as the sale of goods and services, loans, lines of credit, and asset sales.
* **Outflow** which occurs during operations such as business expenditures, loan payments, and business purchases.

You may use a separate excel sheet, or list them below:

|  |  |  |  |
| --- | --- | --- | --- |
| Cash Flows | Year 1 [list year] | Year 2 [list year] | Year 3 [list year] |
| Revenue from Sales Activities |  |  |  |
| Investment (Initial, reinjected, grant..) |  |  |  |
| Financing Activities (Credit Reimbursement) |  |  |  |
| **Cash Balance** |  |  |  |

\*Note: Spread any credit reimbursement over a period of 3 years.