BDS MARKET ASSESSMENT QUESTIONNAIRE

1. GENERAL

2. STRUCTURE OF THE BUSINESS

3. REGULATORY & COMPLIANCE ISSUES

4. BUSINESS NAME

5. BUSINESS PLANNING

6. FINANCIAL MATTERS & PROFESSIONAL ADVICE

7. TELECOMMUNICATIONS & EQUIPMENTS

8. OTHER SERVICES

9. OFFICE SPACE AND LOCATION

10. MARKETING & IMAGE

11. EMPLOYEE MATTERS, TRAINING & DEVELOPMENT

12. SOCIAL ISSUES

13. PERSONAL/ FAMILY ISSUES

14. CHALLENGES
1. GENERAL

What type of business would you say you are in?

What area does your business service? E.g. Lagos or all over Nigeria.

How many people work in your business?

When did you begin your business?

2. STRUCTURE

Did you discuss with your lawyer and accountant the best business structure to use? Yes No

Circle the business operating structure you choose (below) and answer any questions given about it.

Sole Trader: Have you looked at the legal liability involved

Company: Are your directors fully aware of their responsibilities under the CAMA 1990

Partnership: Can you dissolve the partnership should you wish and do you know your responsibilities to your partner?

Do you have a company policy manual? Do you need help in preparing one?

Do you have a procedure manual? Do you need help in preparing one?

3. REGULATIONS & COMPLIANCE

Have you contacted your local government planning department to see if your business meets local laws?

If yes, which?

Does your product come under health regulations? Yes No

If yes, please list...
Does your product meet environmental requirements?  Yes  No

If yes, please list

Do you require any permits or licenses?  Yes  No

If yes, please list

4. BUSINESS NAME

What is your business name?

Have you registered a company name or a business name or neither? Yes  No

If yes what is the RC Number?

5. BUSINESS PLANNING

Have you a business plan?  Yes  No

When was it prepared?

By whom was it prepared?

6. FINANCIAL MATTERS & PROFESSIONAL ADVICE

Did you set a financial goal for your business? e.g. I want to making N3m from this business in three years?

Please state the goal.

Have you a good record keeping process in place? Yes  No

What is it?
Do you need help in preparing your tax returns?    Yes    No

Do you have pay slips to provide with staff payments?

How do you collect bad debts?  

Do you know what records you need to keep for your tax return?  Yes    No

If you need finance have you researched your options?  Yes    No

Are you eligible for a loan if you need one?  Yes    No

Have you an accountant with small business experience?  

Have you a lawyer with small business experience?  

Do you have contacts with a similar type of business from whom you can get advice?  

Have you researched what support organizations are about to help you in setting up a business?  

Have you found any books/people/resources that have been of particular use to your business?

Please list

**INSURANCES**

Do you have home/office insurance?  

If you have clients visiting you do have public liability insurance?  

**TELECOMMUNICATIONS & EQUIPMENT**  (Answer yes or no or as appropraite)

Do you have a separate phone for the business?  

Do you have a fax machine? Is it on a separate line?  

What is your method of answering the phone when you are out?  

Do you know all the services that the telecommunications companies run which may assist your business? e.g. call waiting, internet, voice mail, which ones do you use?

Have you all the equipment you need or plan to secure it?

Have you researched the cost of additional equipment you will need in the future?  

Do you know how you will finance the purchases?  

Have you a computer? If so what capacity is it?
If yes what software packages do you have and what do you use them for?


Do you need more, what would you like your computer to be doing that it is not currently doing?


Do you have printer? What type?
Are you connected to the internet? if no why not
Do you have a web site? if no, why

OTHER SERVICES

Have you a local courier service you use?
Do you have a photocopier?
Where do you obtain your stationery?
How do you do your presentations to clients?
Do you need help with presentations?

SPACE

Is yours a viable/appropriate type of business which can be run from the home/office site you have?

Do you use any offsite storage?
Where do you file your records?

MARKETING & IMAGE

Have you identified your target market? Yes No
Have you researched the best ways to approach them and what are they? Yes No
Have your costed promotional materials into your budget? Yes No
Have you a marketing plan? Yes No Do you want help in preparing one?
Have you compiled a database of your 200 potential business clients? Yes No
**Do you advertise on the property? Yes No**

Have you ever advertised in the followings? Local papers? Yellow Pages? Journals/Magazines?  

If yes, which?  

How do you currently promote your business?  

How successful is it?  

Need help in this area?  

Has your business an image you have created for it? What is it?  

Have you a logo designed for your business?  

Have you trade marked the logo?  

Need legal help on this?  

Have you both letterhead and business cards?  

Have you tied the image to everything you send out?  

What do you send out to clients who enquire about your products/services? Proposals Leaflets Cards  

**EMPLOYEE MATTERS, TRAINING, DEVELOPMENT & STRUCTURE**

Have you obtained details on the wages and conditions for the industry you employing in?  

Do you have job descriptions for your employees? Do you need help  

What business were you in before this one?  

Do you hold any formal qualifications? If yes indicate.  

Are you qualified in the business you are in? How?  

Did you do an assessment of your business skills when you began the business?  

Have you done an assessment since?  

What are any areas you identified as:  

1. Your strengths  

2. Your weaknesses  

Have you allowed for time to attend regular training to improve your business skills?  

What have you done in the way of training?
1. Before you began your business

2. After the business began

Have you researched where you can go to get additional training in the fields you have identified as lacking?

Have you set yourself a training plan to ensure time is taken to update your skill?

What training do you have in place for employees/. Do you need professional help in this area?

**Social**

Have you researched networks you could join to keep informed and break down isolation. What are they?

**Personal**

Are you happy in the business and passionate about working in it?

Do you have personal commitments which affect your business time?

Are you self motivated?

How do you keep motivated?

Do you find making business decisions easy?

Do you handle taking responsibility well?

Are you good at time management?

Are you in good health?

Do you like working independently?

Are you a focused person?

Are you comfortable selling yourself/product/service?

Do you handle stress well?

Do you set limits for yourself and say no?
Challenges

What do you see as the greatest challenges facing you right now?

1. In the business

2. Personally

What do you see as the greatest challenges in the future?

1. In the business

2. Personally

Are there any areas of your business about which you would like more information/contacts/support?

If you could have access to an expert for a day, what areas would you like to see covered.
(Pls tick as appropriate)

Marketing
Advertising/PR
Business Image
Media Image
Communication
Computers
Customer Service
Finance/Tax
Legal

Motivation
Negotiation
Organizational Skills
Planning
Sales
Stress management
Time/Self management
Other

Thank You