

Planning Worksheet

Analyzing your business

1. Describe your business
2. Define your product or service as precisely as you can
3. Explain what makes your business unique. Do you have superior quality goods? What's special about your business or service? How do you fill the needs of your customers? Be specific. For example: staying open late certain nights; offering fast service or free delivery; being in business many years; having particular knowledge or training in your field; having a voice contact on your website: having a unique product.
4. Describe your customers. In general, what income bracket are they in? Are they male or female? Are they in a specific age bracket? Are they married or single? Again, be specific
5. Describe your competition. Then describe the competition that is most like your own business. How do you feel they compare with you?
6. State the most important customer need your business fulfills.

7. What is the one most important business objective you would like to achieve in the next year or two? For example: opening another store; developing a new website; increasing your sales by a certain percentage; expanding your business by offering additional services or products; etc.

8. What is the most important thing you want your present and potential customers to know about your business, product or service?

9. Who are the most important people for you to persuade to be your customers? For example: men, women, children of particular ages; working women; certain age groups; etc.

10. Why should your prospects buy from you?