



New Business Development Questionnaire

Thank you for your interest in establishing or enhancing your business in Schenectady County. In order to provide you the best assistance, please take a few moments to complete the following questionnaire. Schenectady's economic development partners offer a wide range of services to both new and existing businesses. Completion of this form will enable us to connect you with the resources you need. Information provided will be kept confidential.

Contact Name: _____ Date: _____

Company: _____

Address: _____

Phone Number (s): _____

Fax: _____

E-mail: _____

Website: _____

Assistance Desired

- Site Selection
 Marketing Assistance
 Business Plan Development
 Grand Opening
 Sale of Business
 Mentoring
 Workforce Training

Financial Assistance – please describe: _____

Other: _____

Please describe the business you want to start:

In order to ensure success, every business should have a complete business plan providing a detailed strategy for achieving your goals. A good business plan will not sit on a shelf, but rather, will be an action plan that will be used on an on-going basis to guide and shape the development of your business. A business plan will also be required for any public or private funding you may need.

On page 3 you will find a checklist of general start-up activities that can serve as the basis of formulating a business plan. Prior to seeking economic development assistance, it would be helpful to have many of the items on the checklist resolved. However, prior to any meeting, the following five items from the checklist should be completed.

Please describe the qualifications you possess, and you believe will be essential to the success of your new business:

Please describe why you believe this business will be successful:

Identify your target market and competition and any search that has brought you to this conclusion:

Develop a list of all start-up expenses. Please identify the major start-up expenses for your business. i.e. equipment, furniture, deposits and services:

Please identify the steps necessary to set up your new business:

Do Not Complete Information in this Box

<p>Received by: <input type="checkbox"/> Metroplex <input type="checkbox"/> City <input type="checkbox"/> SBDC <input type="checkbox"/> DSIC <input type="checkbox"/> Chamber</p> <p>Lead Agency - Assigned to: _____</p> <p>Notes: _____</p>

The following checklist outlines many of the steps necessary to begin your business. The list is intended to help you determine where you are right now, and what assistance and information will be required to proceed from your present position to opening day. Place a check next to those activities you have already completed or NA for items that do not apply to your type of business. For those activities you have yet to accomplish, you may want to identify the source of assistance you believe is required.

General Start-up Activities

- _____ Determine the business you want to start and assess:
 - a. your qualifications for that business
 - b. the feasibility of making that business profitable
- _____ Conduct research on your industry, target market and competition.
- _____ Select a location and analyze it for traffic, parking, customer and delivery access.
- _____ Develop a list of all start-up expenses: equipment, furniture, deposits and services, identify the cost of each item.
- _____ Identify all financing resources available at the local, state and federal level and list those most appropriate to your firm. Make contacts for information.
- _____ Establish a bank account for your business.
- _____ Research potential suppliers and investigate credit terms with each.
- _____ Develop job descriptions for the individuals you intend to hire and prioritize their hiring.
- _____ Investigate all start-up procedures specific to your industry or business.
- _____ Write a business plan that includes your management, marketing, production and financial strategies.
- _____ Establish record-keeping procedures for financial management, marketing, personnel, maintenance, etc.
- _____ Identify all management assistance resources available at the local, state and federal level and list those most appropriate for your firm.
- _____ Identify an attorney, accountant and insurance professional whose skills will complement your needs.
- _____ Secure financing if needed.
- _____ Need for customized training for new or current employees