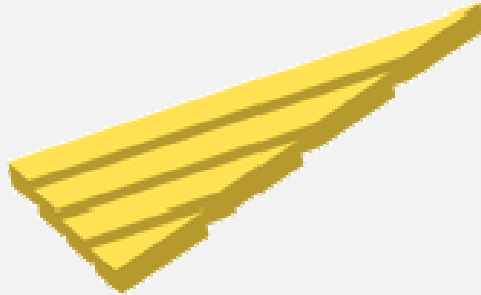


# MONASH ENTERPRISE CENTRE and BUSINESS INCUBATOR



**M O N A S H**  
BUSINESS INCUBATOR

## **BUSINESS PLAN QUESTIONNAIRE**

submitted by

.....  
(Proposed) Trading Name

**COMMERCIAL IN CONFIDENCE**



## **BUSINESS PLAN QUESTIONNAIRE**

*Please address all relevant questions (some may not be relevant for your business). You can either answer these on this form or on separate attachments.*

**1. EXPLAIN YOUR BUSINESS IDEA**

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**2. WHAT ARE YOUR LONG TERM GOALS & VISION FOR YOUR BUSINESS?**

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**3. WHAT EXPERIENCE, SKILLS AND TECHNICAL KNOWLEDGE DO YOU HAVE TO RUN YOUR BUSINESS?**

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**What skills do you need to develop?**

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#### **4. MARKET INFORMATION**

##### **4.1. Industry Details**

**What industry will your business operate in (eg; Tourism, Automotive, Craft, Fashion, etc.)?**

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**What are the major trends in this industry?  
(Growing/Declining/Foreseeable changes/etc.)**

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**What is the average level of sales and profit of operators in the industry?**

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##### **4.2. The Product or Service**

**What products or services will you provide?**

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**What are the special attributes of your product or service that gives it a 'sustainable competitive advantage'.**

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**How have you determined the need and demand for your products and/or service?**

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**How does your product or service address these needs?**

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**4.3. Customers**

**Who are your potential customers? What market segments have you identified?**

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**Where do your potential customers currently buy the products/service your business will supply?**

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**4.4 The Competition**

**Who (and where) are your major competitors.**

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**What is their market share?**

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**How will you penetrate into the market (ie; how will you gain entry into the market and gain a share of the market)?**

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**4.5. Pricing**

**How have you priced your product or service?**

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**What is the cost (to you) of your product or service?**

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**4.6. Promotion**

**How will you identify and quantify your potential customers?**

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**How will you communicate with your customers to promote your product or service?**

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**What do you expect this to cost?**

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**4.7. Sales**

**How will you sell your product or service to your customers? (Sales Strategy)**

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**What sales do you expect in your first 12 months and what is the expected growth in sales?**

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**5 WHAT REGULATIONS AND LICENCES DO YOU NEED TO COMPLY WITH?**

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**6. FINANCIAL INFORMATION**

*Please attach a cash flow budget projection for the next 12 months*

**List the assumptions you have made in preparing these cash flow figures.**

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**How much capital (\$) do you estimate you need to establish your business?**

- a) **Set Up Capital** \$
- b) **Working Capital (1st 6 months)** \$

**How are you raising this finance?**

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**What are your personal assets and liabilities?**

*(Attach a separate statement if needed)*

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**What are your personal expenses? (How much do you need to live on?)**

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**How are you planning to cover these during your business establishment?**

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