Enterprise questionnaire – Wallingford School

1. Which purpose would you say your business fulfils?

Producing goods Providing a service Distributing Products

Service to help others Fulfilling a business opportunity

Do you meet your purpose via a physical shop, online or both?..................................................

1. How big is your business classified by number of employees?

Micro: 1-10 small:11-49 medium:50-249

1. What ownership would you classify for your enterprise? (Circle)

Sole trader Partnership Limited liability partnership

Social enterprise Private limited company

1. Why did you decide to start your business? (circle all applicable)

Be own boss To pursue a hobby that you enjoy

The flexibility to work when and where one chooses Challenge and satisfaction

To make money Provide employment for self and others Pursue a social mission

Security for family – legacy of a family business

Other:

1. Out of the list below what’s your main aim priority listed 1-7 (most to least)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Profit | Survival | Expanding | Maximising sales | Charitable | Environmentally friendly | Ethical |
|  |  |  |  |  |  |  |

1. What would you say are some important skills you need to be a successful entrepreneur? (Circle all that apply)

Knowledge of the industry technical skills communication planning

time management negotiation problem solving managing risks

Other:

1. Which characteristics of mind-set’s do you need to be a successful entrepreneur? (Circle all that apply)

Resilience Vision Flexibility/adaptability Confidence Proactive Passion Innovative Optimism

Other:

1. How have the characteristics of your enterprise (size, ownership, purpose) and you as an entrepreneur (mind-set & Skills) influenced you to achieve your main purpose?
2. Which methods of market research do you use? Mark for most used? (circle)

Interviews – Face to Face Visits/Expeditions Observation Company Reports

Government Statistics General feedback (Word of mouth)

Questionnaires Online research General media

1. In reference to your decision making put the following internal factors in order of importance for the business? (1 to 5)

Understanding the market (competition & customers) Keeping customers satisfied

Effective planning and financing Marketing and promoting the enterprise

Unforeseen human resources cost e.g staff illness

1. Which external factor do you consider to have the most impact on your businesses success? (1 to 5)
   1. changes in the cost of energy, raw materials, borrowing, premises
   2. changes in costs of marketing or selling
   3. governmental changes – new regulations, changes in taxation, BREXIT
   4. competitors – new competitors, changes made by existing competitors
   5. consumer confidence in the economy – growth/recession, level of employment, inflation
   6. changing consumer behaviour – social trends, taste
   7. changes in consumer legislation, sales and labelling of products the misuse of information