

**AMERICAN INDIAN ECONOMIC DEVELOPMENT FUND**  
**BUSINESS PLAN QUESTIONNAIRE**

**Overall Purpose**

What is the overall purpose of your business? What do you do? Why?

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**Business History**

How long have you been in business? What are your qualifications?

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**Marketing Strategy**

How will you market your business to a new customer? Advertising: How and when?

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Please, describe what type of products or services you offer to the public.

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Is your strategy Quality vs. Price, Customer vs. Product, Follower vs. Leader?

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**Management Team**

How many employees do (will) you have? What are (will be) the wages and hours?

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What do you plan to accomplish with this business?

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What is your experience in this area? What qualifies you to do this type of work?

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Who are your competitors? Please give the names and where they are located (miles/distance)?

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What are your strengths that make your business better than your competitors? Your product, knowledge of the market, solid reputation business, etc.

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What are the weaknesses in your internal business that give you a competitive disadvantage, i.e., lack of sufficient capital, weak customer base, etc.

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Please, where you are hoping your business will go and how you are going to get there.

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1,5,10 Year Goals – State where you want your company to be ‘x’ years from now.

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Pricing Lines, Retail Costs and Pricing: is your price higher or lower than competitors? Why?

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Describe the tactics that you will use to get those people to buy your products, such as advertising and your reputation.

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