



Needs Analysis Questionnaire

1. What are your business goals? Short Term or Long Term?
2. What are the major challenges you currently face in your business or in your industry at the moment?
3. Who are some of your major competitors in your market place?
4. What have been some of your businesses major achievements in the past 12 months and some of your set backs?
5. What do you do well in your business?
6. What would you like to improve in your business?
7. What are some of the strategies you have planned to make these improvements happen?
8. Tell me about your people. How would you describe your team to me? Skills; abilities; individual needs; level of experience.
9. What are the areas of potential you would like these people be able to tap into in the future?
10. What's most important to you when you make an investment in a product/service like mine?

****Please complete and return via email or fax to (02) 9939 0078**