

## RESEARCHING YOUR BUSINESS

1. **What is your business?**  
a. **What are your products and services?**

2. **Who are your competitors?**  
a. **What are their strengths and weaknesses?**

3. **What is your target market?**  
a. **Who are your ideal customers?**

4. **What are your financial goals?**  
a. **How much capital do you need?**

5. **What are your marketing goals?**  
a. **How will you reach your target market?**

6. **What are your operational goals?**  
a. **How will you manage your day-to-day operations?**

