By answering the questions below, you will help us to understand a little bit about you, your business idea and where you are with regard to planning and researching your business.

Please complete this form and return it to us and then we will arrange a time to meet with you. All the information you share with us will be held in the strictest confidence.

**Your details:**

|  |  |
| --- | --- |
| **Name:** |  |
| **Phone number:** |  |
| **Email:** |  |
| **Your residential status?** |  |
| **How did you hear about Jersey Business?** |  |

## About your business idea - Please try to answer each of the following questions in as much detail as possible.

|  |  |
| --- | --- |
| **(Proposed) Business Name:** |  |

|  |
| --- |
| **What products or services will you sell?** |
| **Who is going to buy them? (Think about your most important customer)** |
| **How will you stand out? (Describe the main benefit to your customer?)** |
| **What will you charge?** |
| Estimating costs and income is key for any new business, whether you’re a fast-moving start-up or still weighing the pros and cons of setting up on your own. Numbers will help you decide if your business is viable or not, and show you a quicker path to breaking even and long-term profitability. The amount of money it takes to start, and to stay in business, will vary greatly from business to business  **Have you created a sales plan or financial forecast that shows revenue (sales) by month for your first year and the cost price of those sales ?** |
| **How much profit will you need to make to break even (cover your costs)?** |
| **What will you do to help customers find out about your business?** |
| **Who are your competitors and how do you compare to them?** |
| **When (ideally) do you intend to start trading?** |
| **Will you need to find premises or buy equipment?** |
| **How much cash does the business need to start up and where will you find this?** |
| **Do you need to employ staff?** |
| **What experience and skills do you have to run this business?** |
| **How much do you need to earn from the business? (Will this be your main income?)** |
| **What are the main challenges you will face over the next 12 months?** |
| **How can we help? What advice/support do you require from Jersey Business?**  Can we review your Business Plan to make sure its robust ?  Can we review your Sales Plan (Financial Forecast) to make sure its robust ?  If you don’t have a Business Plan or Sales Plan visit our website for a [business plan template](https://www.jerseybusiness.je/guides/template-buisness-plan/) or contact us to if you would like to speak to someone. |

|  |  |  |
| --- | --- | --- |
| **One of the easiest ways for you to keep you up-to-date with business advice and events is to receive information directly to your inbox.** | **YES** | **NO** |
| Please confirm you would like to receive our updates: |  |  |