

BUSINESS QUESTIONNAIRE

Will your business idea be successful? Take a few moments to assess the viability of your business idea by answering several key questions. Please be as specific as possible with your responses.

- ◆ **What product or service are you planning to offer?**
This service would be an outcall, mobile dog grooming service with several customized vans, driven by experienced and knowledgeable groomers. -Susan

- ◆ **What need(s) will your business fulfill?**

- ◆ **Who is going to buy or use your product or service?**

- ◆ **How would your product be unique, different, and/or superior to similar products or services currently available?** Petopia would feature all of the services of a high-end salon with the convenience and comfort of home-grooming. Grooming services would include all natural products, an aromatherapy massage, hand drying, skin treatments, and personalized styling, all at an affordable price. -Susan

- ◆ **Who are your competitors and why will customers buy from you rather than the competition?**

- ◆ **Can you create additional demand for your business?**

- ◆ **What would prevent others from offering similar products or services?**