

SMALL BUSINESS NEEDS ASSESSMENT

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Client Number: _____

LEGAL FORM OF OWNERSHIP

Under what form of ownership is the firm now operating?

- Sole Proprietor
 Partnership
 Corporation
 S Corporation

If more than one owner exists, does a buy/sell agreement or succession agreement exist?

- Yes
 No

Is unlimited liability a serious problem for the owner(s)?

- Yes
 No

Is there any reason to consider changing the legal form of organization?

- Yes
 No

If the firm is a corporation, is it meeting its legal reporting requirements?

- Yes
 No

MARKET EVALUATION

Have sales been increasing or decreasing over recent years?

- Increasing rapidly
 Increasing slowly but steadily
 Staying the same
 Decreasing slowly
 Decreasing rapidly
 Uneven: No pattern or trend

Has the firm conducted any type of market research?

- Yes: What type and what are the results?

 No: Why not?

Have there been any demographic factors or competitive factors that may dictate changes in the way the firm operates?

- Demographic
 Competitive
 None

At what stage is the industry in which this firm operates?

- Development
 Introduction
 Growth
 Maturity
 Decline

Does the firm have a written marketing plan?

- Yes
 No

How has the firm positioned its products or services in relation to the competition?

- Low quality, low price
 Low quality, high price
 Medium quality, medium price
 High quality, low price
 High quality, high price

What market segments are being targeted?