



General Questionnaire

What are your expectations for the Business Analysis? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What are your goals for the business? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What are your goals personally? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What are your limiting factors to increased profitability? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**CRITICAL BUSINESS ISSUES**

What is your most critical business issue? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the cost of this problem/value of resolving it? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have a plan to address this issue: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**GENERAL INFORMATION**

Number of Companies : \_\_\_\_\_  
(C1, FA, Prosource, Stone Mountain/Floor Trader, Magnus Anderson, Lighting One, IDG, Rug Décor, etc.)

List Company Names:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Number of Stores: \_\_\_\_\_

How long have you been in the flooring industry? \_\_\_\_\_

How long have you owned your current business? \_\_\_\_\_

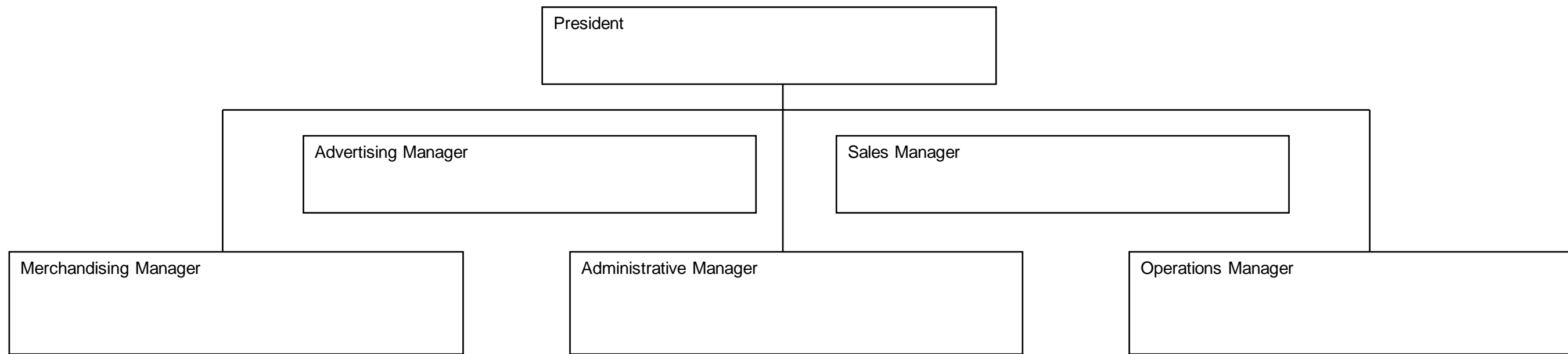
Brief description of owner/s background  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ORGANIZATION**

Do you have a mission statement?  Yes  No If so, please attach a copy.

Do you have job descriptions?  Yes  No

Please fill in the names of each of the following individuals in your organization. If one person fills two or more rolls, simply put that person's name in each box that applies:



**HISTORICAL SALES**

	2010	2011	2012 YTD
Store 1	_____	_____	_____
Store 2	_____	_____	_____
Store 3	_____	_____	_____
Store 4	_____	_____	_____
Store 5	_____	_____	_____

**OTHER INFORMATION WE SHOULD KNOW:**

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**OUTSIDE ADVICE**

Have you used outside advice for any of the following areas? If yes, who provided the advice?

Sales  Yes  No

Service Provider

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Merchandising  Yes  No

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Design  Yes  No

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Other  Yes  No

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