



Entrepreneurship Readiness Analysis

Name: _____

Address: _____

City _____ ST ____ Zip _____

Telephone: (h) _____ (c) _____

Email: _____

1. Please briefly describe your business concept:

2. Please detail any past retail experience:

3. Please tell us why you want to start, own, and run a retail business:

4. Are you familiar with the concept of an “incubator”? Y N

5. Are you willing to accept training, advice and mentoring on an ongoing basis? Y N

- a. If YES, please explain why you think it is important... if NO, please explain why you are not interested in services.

6. You will be in a retail incubator – that means you will be working closely with other retailers until you “graduate” into your own storefront at some point. Please tell us how closely you wish to work with other retailers:

(on a scale of 1 to 5, with 1 = "Not at all" and 5 = "Work very closely together most of the time")

1 2 3 4 5

7. How familiar are you with Downtown Toms River?

(on a scale of 1 to 5, with 1 = "Not at all" and 5 = "Very Familiar")

1 2 3 4 5

8. Are you committed to staying in downtown Toms River after you graduate from the incubator? Y N

9. Have you ever written a business plan? Y N

(SCORE will be available to assist you with perfecting your Business Plan)

PLEASE RATE YOURSELF IN TERMS OF KNOWLEDGE ON THE FOLLOWING TOPICS

(It’s just fine if you know very little or nothing about a particular topic. It is important that you are honest and let us know in which areas you feel well prepared and in which areas you will need some training and support.)

1. *You know very little or nothing and will need some training.*
2. *You know just a little and will still need some training.*
3. *You know a fair amount, but training would be helpful.*
4. *You know quite a bit, but are not sure about how much training you need.*
5. *You know a great deal and require no training.*

	<= 1- Know very little ----- Know a great deal -5 =>				
Purchasing Items through wholesalers	1	2	3	4	5
Accounting	1	2	3	4	5
Managing Inventory	1	2	3	4	5
Customer Service	1	2	3	4	5
Marketing and Advertising	1	2	3	4	5
Doing Business in a downtown	1	2	3	4	5
Legal Aspects of Business Management	1	2	3	4	5
Merchandising	1	2	3	4	5
Employee Management	1	2	3	4	5
Cash Flow Management	1	2	3	4	5
Landlord Relations	1	2	3	4	5
Retail Hours	1	2	3	4	5