

IDA Business Assessment

Date: _____

Bus. Score: _____

Applicant name: _____

Business license? Yes (Please bring a copy to your T.A. session) No

Business plan? Yes (Please bring a copy to your T.A. session) No

Business status? Not yet in business Start Up (less than 12 months) Existing business

Business description: _____

Business type (as entered in OT)- _____

Questions to consider: 1) Will the client use the money? 2) Will the client open the business within 6 months?
3) Will the client take advantage of the TA sessions? ...**Is this the right time for the client to open an account?**

Maximum total score of 1 per category

Operations Score: ____

How long have you been in business? 0 or .25

What additional training do you need (education, etc)? 0 or .25

What supplies do you need? 0 or .25

What specialized tools/equipment do you need (if any)? 0 or .25

Also Consider: Where is the client's workspace? Does the client own it? Rent it?

Marketing Score: ____

Who are your customers? 0 or .25

Who is your competition? 0 or .25

What are some things you do to market your business? 0 or .25

What marketing plans do you have for the future? 0 or .25

Also Consider: Does the client have a clear goal/vision for the business?

A clear understanding of how to reach that goal?

Sales Score: ____

What selling experience do you have? 0 or .25

How do you price your product/service? 0 or .25

How does your price compare with that of your competitors? 0 or .25

What are the customer needs that your product/service addresses? 0 or .25

Also Consider: Can the client meet customer expectations (production and delivery)?

Administration Score: ____

How will you track your sales and expenses? 0 or .25

How much money will you save? 0 or .25

What do you have to buy? 0 or .25

What permits are required? When to renew? 0 or .25

Also Consider: Is the client budgeting for growth and demand?

Does the client have adequate insurance? Facility space?

Homework: _____