

Business Strategy Brief

Please use this questionnaire to begin planning your business strategy. These questions originated to help develop advertising brochures and promotional pieces; they are what most people will ask you about your business. They form the foundation of your development strategy. Remember, successful businesses are built on strategy and planning.

Rykee Consulting can help you develop and enhance your responses to these questions.

Please complete as much of this brief as you can and return it to Rykee Consulting. Alternatively, if you already have a business brief – email it to us.

Email: rykee.consulting@gmail.com

ALL SUPPLIED INFORMATION IS STRICTLY CONFIDENTIAL

- What types of business report are you interested in developing?
 - ☐ Business Plan
 - ☐ Feasibility Study
 - ☐ Evaluation Report
 - ☐ Recommendation Report
 - ☐ Secondary Research Report
 - ☐ Organizational Policies and Procedures
- What type of business do you have?
- What is the purpose of this business?

- What is the key message or phrase to describe your business in one sentence?
- What is your reason for starting your own business?
- What is your product or service?
- Can you list three unique benefits of your product?
- Do you have datasheets, brochures, diagrams, sketches, photographs, related press releases or other documentation about your product/service?
- What is the product application?
- What led you to develop your product?
- Is this product or service used in connection with other products?
- List the top three objections to buying your product/service immediately?

- When will your product be available?
- Who is your target audience?
- Who is your competition?
- How is your product differentiated from that of your competition?
- What is the pricing of your product versus your competition?
- Are you making any special offers?
- What plans do you have for advertising & promotions?
- How will you finance company growth?
- Do you have the management team needed to achieve your goals?