

Possible Survey questions for Entrepreneurship awareness

General Questions:

1. Who is/are the owner(s) of this business?
2. Who came up with the idea for this business?
3. What inspired the creation of this business?
4. Where was this business originally located? / Has this business always resided where it is now?
5. Why did you decide to open this business?
6. When (what year) did you officially start this business?
7. How did you finance your business initially? / How did you obtain the funds for the business' start-up?
8. Did your business morph over time or has your business always been the business that it is selling the products that it does? If the business has morphed, was this a positive or a negative change in your opinion?
9. Has the product that you offer changed over the years? Was this a positive or negative change? Did the product change because of a change with the market?
10. What have your sales revenue levels looked like over the last five years?

General and Specific Questions to be asked from the entrepreneurs:

1. Where did your inspiration for ___Name of the business_____ come from?
2. After you came up with the idea, did you immediately start working on the business, or was there a span of time where you incubated the idea?
3. Did you seek any counsel about your idea?
4. If so, were you encouraged or discouraged about your idea?
5. In these early stages, did you perform any market research to determine the likelihood of success for _____?
6. Did you or all of you receive college degrees?
7. If you attended college, did either of you study entrepreneurship? Or business at all?
8. Before _____, did you have any prior experiences with running an entrepreneurship/small business?
9. Did either of you have early aspirations of owning your own business?
10. Do you have any family members that own their own businesses?
11. After you decided that this idea was definitely going to become a business, what was your very next step?
12. Was the birth of _____ sudden or gradual over time?
13. Where did you get the resources for the startup?
14. In the beginning stages, did you or all of you do all of the work yourself? Use friends and family? Use professionals?
15. Did you find the legal aspects of starting a business (such as licensing) difficult?
16. Tell about some of the struggles with the startup process.
17. What was the most difficult part of the startup?
18. Were there any major issues with the start-up process?
19. Did you work out of your home first?
20. How many years was it before you moved to the place where you are now?
21. Why did you choose to start this business? Because of unemployment? Because you were unhappy with your current employment? Other reasons?
22. What were the circumstances under which you started _____? Economically?

Personally? Communally?

23. What year was this business fully up and running?
24. At this time would you say that the business was already thriving, simply surviving, or merely puttering along?
25. I assume that _____ is a partnership or sole proprietorship? Meaning the number of owners of this business?
26. In your opinion what are a few pros and a few cons to having two owners or many owners instead of just one?
27. What has your revenue pattern looked like since you first opened _____?
28. Has the _____ product line been the same since you first had the idea? What about since the business first opened?
29. If the product line has changed, then why did you change it? To fit with demand? Other reasons?
30. Have you had any product failures that had to be trashed entirely?
31. How long after the business started was the business available online? Was it a good decision to put the business online?
32. Who managed that online component of the business?
33. Do you or all of you have a background in digital media? Personally, do you think that this kind of background is useful when running a business in this day and age?
34. How did you manage to get all of this publicity for _____? By chance? Or is this something you actively pursued?
35. Who managed the marketing component of the business? The logo etc.?
36. How did you get the _____ name out there so that you were well known?
37. What does the competition look like for your products and how are you combating it?
38. When was the moment when you stood back and said, "Oh, this is big"?
39. Many people fear failure when they seek to start a business. Did you think from the start that your business would make it?
40. Were there ever times when you felt like the business would go "belly-up"? And if so, what steps did you take to push past that?
41. Do you think that either of you has a particular component to your personality that allows you to thrive in entrepreneurship?
42. In your personal opinion, do you think that anyone can be an entrepreneur? Do you think entrepreneurs are born? Or made?
43. If you had to pick one personality trait that helped you the most in your entrepreneurship, what would it be?
44. In the future, where do you see this company going? What is the big picture that you have planned for _____?