

**ENTREPRENEURSHIP READINESS ANALYSIS
FOR THE SPRINGBOARD SHOPPES**

Name: _____

Address: _____

Telephone: _____

Email: _____

1. Please describe your business concept in one sentence:

2. Please detail any past retail experience (although none is required).

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

4. Please tell us how much time per week you can commit to your business.

5. What is your favorite retail store? Why do you think it is well run?

6. What support groups (or people) do you have currently to guide you through the process of starting a retail business? It's just fine to say none.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

7. What do you think a retailer does with her/his time during the day?

8. Are you willing to accept training, advice and mentoring on an ongoing basis—and why? (Please be specific as to why you think it is important or not.)

Y	N
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9. Please detail your previous business experience.

10. 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 honestly tell us how closely you wish to work with other retailers.

11. What do you know about downtown Newton?

12. Please tell us how you think the leadership of downtown Newton can improve the downtown. (Please include the types of other stores you think are needed in addition to you own.)

13. Are you willing to submit to a background check?

Y	N
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14. How long do you envision staying in the Springboard Shops?

15. Are you committed to staying in downtown Newton after your store is up and running and you are ready to open in your own storefront or are you considering another location outside of downtown Newton?

16. Are you familiar with the concept of an “incubator”?

Y	N
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17. Why do you want to make a long-term commitment to downtown Newton—even after you leave the Springboard Shops?

18. a) Have you ever written a business plan

Y	N
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b) Are you willing to write one for your proposed business in the Springboard shops?

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

Topics:

Please circle the relevant box

Purchasing Items Through Wholesalers	1	2	3	4	5
Accounting	1	2	3	4	5
Managing Inventory	1	2	3	4	5
Understanding of Retail Seasons	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 (including business structure)	1	2	3	4	5
How to Write a Business Plan	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
Trade Groups for Your Type of Business	1	2	3	4	5
Trade Publications for Your Type of Business	1	2	3	4	5