



**CaliforniaCapital**

*Financial Development Corporation*

## Small Business Needs Assessment

In order to better understand and serve small businesses in our region, we are asking that you help us by answering the following questions honestly and to the best of your ability. The following demographic questions are intended to give us a clear picture of who Sacramento small business owners are, but your responses are completely confidential. Answers cannot be linked back to any particular business or survey respondent.

**\*If you are not an entrepreneur, please disregard this survey.**

1. Please specify your gender
  - a. Male
  - b. Female
  
2. In what zip-code is your business located?  
\_\_\_\_\_
  
3. How long have you been in business?
  - a. Not yet in business
  - b. Less than 1 year
  - c. 1-3 years
  - d. 4-6 years
  - e. More than 6 years

f. Not an entrepreneur

4. How many employees do you currently have?

\_\_\_\_\_

5. What industry does your business primarily serve?

- a. Health Care
- b. Media/Communications
- c. Service/Retail
- d. Manufacturing
- e. Science/Technology
- f. Food service/Accommodation
- g. Non-profit
- h. Construction
- i. Finance/Insurance/Real Estate

6. What was your primary source of start-up financing?

- a. Personal Financing (Personal Savings, Personal Credit, or Home Equity)
- b. Investors (including friends and family)
- c. Loan or Line of Credit (not from the Small Business Administration)
- d. Small Business Administration
- e. Business Credit Card
- f. Other: \_\_\_\_\_

7. Assess your business status:

a. Do you have detailed goals outlined for your business?

Yes	No	Unsure
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b. Does your business have a business plan?

Yes	No	Unsure
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c. Do you have a marketing plan in place for your business?

Yes	No	Unsure
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d. Are you satisfied with your business' current distribution channel?

Yes	No	Unsure
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e. Are you attracting enough of your ideal customers?

Yes	No	Unsure
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f. Are you achieving financial goals for your business?

Yes	No	Unsure
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g. Do you regularly monitor cash flow?

Yes	No	Unsure
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8. Financial Management – Please select up to three issues that are of the highest concern to your business

- a. Overview of Money Management
- b. Taxes
- c. Credit and collection
- d. Cash flow management
- e. Bookkeeping/Financial Statements
- f. Writing a business plan
- g. Budgeting
- h. Access to capital
- i. Purchasing/Cost control

9. Marketing – Please select up to three issues that are of the highest concern to your business

- a. Marketing overview
- b. Selling to the government

- c. Advertising
- d. Merchandising techniques
- e. Market Research
- f. Marketing Strategies
- g. Sales techniques
- h. Networking
- i. Franchising
- j. Social Media/Public Relations

10. General management – Please select up to three issues that are of highest concern to your business

- a. Insurance
- b. Setting goals
- c. Pricing
- d. Strategic Planning
- e. Production
- f. Quality Control
- g. Retirement Planning
- h. Patents/Trademarks/Copyright
- i. Technology Transfer
- j. Inventory Control
- k. Effective Communication
- l. Facility Planning and Management
- m. Disaster Contingency Planning
- n. Legal Work
- o. Diversification
- p. Succession Planning
- q. Conflict Management
- r. Security

11. Regulatory Compliance – Please select up to three issues that are of highest concern to your business

- a. Compliance with federal regulators
- b. State/County/City Regulations
- c. Small Business Legislation
- d. Health Care Reform
- e. Government Services to Small Businesses
- f. Drug Free Workplace
- g. "Green" Workplace (Recycling/Conservation)

12. What are the main challenges facing your business? What services or resources would you like to see offered to small businesses in Sacramento?

