

## Business Plan: Nx Level Pre-Training Survey

We are interested in measuring changes in knowledge, attitudes, expectations, and perceptions before you start any business management training. We request that you answer the following questions as completely as possible.

Today's date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_ (MM / DD / YYYY)

First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_ Last Name: \_\_\_\_\_

Your birthdate: \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_ (MM / DD / YYYY)

**A. Knowledge** Fill the bubble to the right of each statement to indicate if you think the statement is true, false or if you are not sure.

		True	False	Not Sure
A1	The 4 P's of marketing are: product, price, placement and prestige.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A2	Keys to business success include assessing if your business idea is financially feasible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A3	Business success depends almost entirely on self-assessment rather than communication skills or time management.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A4	Identifying direct, indirect and future market competition is good business practice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A5	E-commerce development comes before business plan development.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6	Business management includes negotiating internal and external contracts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A7	Basic product positioning includes understanding how product life cycle affects marketing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A8	Implementing good accounting practices for daily business operations guarantees business success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A9	It is important to develop a marketing plan before establishing business goals, objectives and mission statement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A10	Managing resources can help save money, improve efficiency and avoid regulations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**B. Attitudes** Fill in the bubble to the right of each statement to indicate if you strongly disagree, somewhat disagree, neither disagree or agree, somewhat agree, or strongly agree.

		Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree
B1	I am overwhelmed when I think about managing my own business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B2	Having my own business is an opportunity that seems possible for people like me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B3	Developing a plan to start my own business does not seem realistic for me right now.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B4	Handling the day to day operations of a business is something that fits my ability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B5	It is hard to imagine I could deliver something people would want from my own business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B6	I am confident I could overcome almost any challenge to create a good business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**C. Expectations** Fill in the bubble to the right of each statement to indicate if you strongly disagree, somewhat disagree, neither disagree or agree, somewhat agree, or strongly agree.

		Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree
C1	I will be a successful businessperson in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C2	Too many obstacles are in the way for the little guy like me to be successful in business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C3	I am sure I could keep a business going after I got it off the ground.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C4	Managing a business would be a source of conflict in my future relationships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C5	I would be able to start over again with another business if I was not successful the first time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**D. Life Circumstances** Fill in the bubble to the right of each statement to indicate if you strongly disagree, somewhat disagree, neither disagree or agree, somewhat agree, or strongly agree.

		Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree
D1	Stress from different areas of my life make it difficult to operate a successful business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D2	I know people who operate a successful business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D3	I have someone I can trust that will give me good business advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D4	I have little or no experience operating a business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D5	I have support from others to help me balance operating a business and maintain my relationships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**E. Behavior** Fill in the bubble to the right of each statement to indicate if you strongly disagree, somewhat disagree, neither disagree or agree, somewhat agree, or strongly agree.

		Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree
E1	People do not react well when I communicate with them at work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E2	I take risks if there is an opportunity to advance my career.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E3	People complain too much even when I do my best at work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E4	The customer is always right even if they really are in the wrong.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E5	I would pay my employees before I pay myself if my business were short on cash.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E6	What I say goes no matter what when I am running my business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>