

# Entrepreneurial Expertise

## Business Project - Business Owner Interview

**Directions:** Each group member must interview an individual that owns or has owned their own business.

**Guidelines:**

- You **MUST** ask the questions indicated below, and you must compose a minimum of **FIVE** additional questions that will provide you with insight as you develop your business plan.
- After the interview, write a paragraph reflection in the "Reflective Response" section. Explain what information surprised you, what insights are relevant to your business plan, and whether or not your perspective on starting a business has changed and why.
- Attach a business card or a flyer from your interviewee. If this is not available, include some form of contact information from the interview, such as an e-mail address or phone number.



**Name of Interviewer:** \_\_\_\_\_

**Name of Interviewee:** \_\_\_\_\_

**Interviewee's Signature:** \_\_\_\_\_

**Name of Interviewee's Business:** \_\_\_\_\_

**Brief Description of Business:** \_\_\_\_\_

**INTERVIEW (Use additional sheets if necessary)**

**Q: What business structure (sole proprietorship, partnership, or corporation) was present when the business started up? Why did you choose that structure?**

**A:**

**Q: Where and how did you obtain startup funding?**

**A:**

**Q: What risks have you taken? Did they pay off? Would you take them again?**

**A:**

**Q: How do you market your business? Why do you feel this strategy is effective?**

**A:**

**Q: How did you decide whether to expand and when? What are your long-term plans?**

**A:**

Q: \_\_\_\_\_  
A: \_\_\_\_\_

Q: \_\_\_\_\_  
A: \_\_\_\_\_

Q: \_\_\_\_\_  
A: \_\_\_\_\_

Q: \_\_\_\_\_  
A: \_\_\_\_\_

Q: \_\_\_\_\_  
A: \_\_\_\_\_

**YOUR REFLECTIVE RESPONSE:**

