

Hillsborough County Economic Development Department

Interviewer's Name: _____ Date _____

BUSINESS PROFILE

- 1. Business Name: _____
- 2. Business Address: _____
(Street)

(City) *(Zip/Postal Code)*
- 3. Mailing Address: _____
(if different from above) *(Street)*

(City) *(State/Province)* *(Zip/Postal Code)*
- 4. Email Address: _____
- 5. DUNS #: _____

VISIT INFORMATION

- 6. Date of Meeting: _____ *(mm/dd/yyyy)*
- 7. Contact Interviewed: _____
(Title)

(Salutation) *(First Name)* *(Last Name)*

(Phone Number) *(Cell Number)*

(Fax Number) *(Email Address)*

Prefers to communicate via: Email Phone Cell Phone

- 8. Would your Business like to be added to SBIC mailing or email list in order to receive workshop calendars and other resource materials for your business? Yes _____ No _____

If yes, please provide email address or mailing address, if different from above

BUSINESS INFORMATION

9. Description of products/services: _____

10. Lifecycle stage of your businesses primary product or service?

- Emerging Growing
 Maturing Declining

11. What is the company's legal status?

- Sole Proprietorship Partnership
 Corporation Limited Liability Corporation (LLC)
 Non-Profit Other

12. Status of facility:

- Owned Leased

If leased, when does lease expire? _____

13. Is there room for expansion at this site? ___ YES ___ NO

14. Are you planning to expand in the Brandon Area in the next 12-18 months? ___ YES ___ NO

Observations:

15. What year did you start your business? _____

16. Do you have a Business Disaster Plan? ___ YES ___ NO

WORKFORCE

17. Total number of employees: _____ Full Time: _____ Part Time: _____

18. Historical employment trend:

- Increasing Staying the same Declining

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21. Projected number of employees within the next 12 months: Full Time: ____ Part Time: ____
22. Do you have problems retaining employees? ____ YES ____ NO

SALES

23. Annual Sales:
- < \$100,000 \$100,000-500,000 \$500,000-\$1,000,000 >\$1,000,000
24. What is your projected sales growth in the next year?
- Greater than or equal to 100% 50-99% 25-49%
- 10-24% Less than 10% Declining
25. Historical sales trend for your business:
- Increasing Staying the same Declining
26. In your opinion, what is the historical sales trend within the industry?
- Increasing Staying the same Declining
27. Do you engage in government procurement? ____ YES ____ NO
28. Would you like more information regarding government procurement? ____ YES ____ NO

e-COMMERCE

29. Use of internet: (Check all that apply)
- Email Web site
- Market Research Sell products/services
- Buy products/services Exchange data internally/externally
- Don't use
30. Type of internet connection:
- Dial-up Cable
- DSL T3
- T1 Don't Use
- Don't Know

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31. Importance of internet for your business today:
 Very Important Somewhat Important Not Important

32. Do you have dedicated I.T. staff or a vendor to handle your I.T.?
 Dedicated I.T. staff Use an I.T. vendor Neither

33. What is the status of your investment in I.T. over the past 18 months?
 Increasing Staying the same Declining

BUSINESS CLIMATE

34. How would you rate the following business factors in the Brandon Area as they currently exist? (Please circle the appropriate rating)

| Factors | Not Favorable | Neutral | Highly Favorable | | |
|--------------------------------------|---------------|---------|------------------|---|---|
| Availability of Qualified Labor | 1 | 2 | 3 | 4 | 5 |
| Availability of Supplies | 1 | 2 | 3 | 4 | 5 |
| Availability of Credit | 1 | 2 | 3 | 4 | 5 |
| Cooperative Efforts among Businesses | 1 | 2 | 3 | 4 | 5 |
| Flexible Store Hours | 1 | 2 | 3 | 4 | 5 |
| Prices | 1 | 2 | 3 | 4 | 5 |
| Parking | 1 | 2 | 3 | 4 | 5 |
| Attractiveness of Stores | 1 | 2 | 3 | 4 | 5 |
| Economic Development | 1 | 2 | 3 | 4 | 5 |
| Pedestrian Access to Businesses | 1 | 2 | 3 | 4 | 5 |
| Vehicle Access to Businesses | 1 | 2 | 3 | 4 | 5 |
| Ability to Expand | 1 | 2 | 3 | 4 | 5 |
| Appearance of Streets | 1 | 2 | 3 | 4 | 5 |
| Configuration of Traffic Lights | 1 | 2 | 3 | 4 | 5 |
| Attractiveness of Sidewalks | 1 | 2 | 3 | 4 | 5 |
| Business Related Signage | 1 | 2 | 3 | 4 | 5 |
| Zoning | 1 | 2 | 3 | 4 | 5 |
| Business Training Assistance | 1 | 2 | 3 | 4 | 5 |
| Opportunities for Advertising | 1 | 2 | 3 | 4 | 5 |
| Other (specify) _____ | 1 | 2 | 3 | 4 | 5 |

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35. How would you rate each business factor in terms of importance with regard to fostering business creation, retention, and expansion in the Brandon Area? (Please circle the appropriate rating)

| Factors | Not Favorable | | Neutral | | Highly Favorable |
|--------------------------------------|---------------|---|---------|---|------------------|
| Availability of Qualified Labor | 1 | 2 | 3 | 4 | 5 |
| Availability of Supplies | 1 | 2 | 3 | 4 | 5 |
| Availability of Credit | 1 | 2 | 3 | 4 | 5 |
| Cooperative Efforts among Businesses | 1 | 2 | 3 | 4 | 5 |
| Flexible Store Hours | 1 | 2 | 3 | 4 | 5 |
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| Attractiveness of Stores | 1 | 2 | 3 | 4 | 5 |
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| Business Related Signage | 1 | 2 | 3 | 4 | 5 |
| Zoning | 1 | 2 | 3 | 4 | 5 |
| Business Training Assistance | 1 | 2 | 3 | 4 | 5 |
| Opportunities for Advertising | 1 | 2 | 3 | 4 | 5 |
| Other (specify) _____ | 1 | 2 | 3 | 4 | 5 |

36. Which of the following topics or areas of interest would be helpful to your business as a seminar/workshop, or for individual counseling? (Check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Marketing/Advertising | <input type="checkbox"/> Purchasing | <input type="checkbox"/> Bookkeeping Essentials |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Business Taxes | <input type="checkbox"/> Import/Export |
| <input type="checkbox"/> Market Research | <input type="checkbox"/> Increasing Sales | <input type="checkbox"/> Doing Business with Government |
| <input type="checkbox"/> Business Disaster Plan | <input type="checkbox"/> Loans/Grants | <input type="checkbox"/> Getting Your Business Online |
| <input type="checkbox"/> Pricing Your Product | <input type="checkbox"/> Understanding Personalities | |
| <input type="checkbox"/> Preparing /Updating a Business Plan | | |

37. Would Business like a free appointment with a Certified Business Counselor?

Yes _____ No _____