P3.S4.T4 Checklist for an initial business environment assessment[[1]](#footnote-1)

|  |
| --- |
| 1. The Business |
| Name of entrepreneur: |
| Description of the business: |
| 2. Main competitors*List your competitors and provide a detailed description of the good(s) or service(s) they sell.* |
| Name of competitor’s business | Location and address | Good(s) or service(s) offered |
| Competitor 1  |  |  |
| Competitor 2 |  |  |
| … |  |  |
| Competitor n…. |  |  |
| 3. Benchmarking main competitors |
|  | YOUR BUSINESS NAME  | NAME COMPETITOR 1 | NAME COMPETITOR 2 | NAME COMPETITOR … |
| Price | Product/Service 1: \_\_\_\_ $Product/Service 2: \_\_\_\_ $…Product/Service n: \_\_\_\_ $ | Product/Service 1: \_\_\_\_ $Product/Service 2: \_\_\_\_ $…Product/Service n: \_\_\_\_ $ | Product/Service 1: \_\_\_\_ $Product/Service 2: \_\_\_\_ $…Product/Service n: \_\_\_\_ $ | Product/Service 1: \_\_\_\_ $Product/Service 2: \_\_\_\_ $…Product/Service n: \_\_\_\_ $ |
| Quality | 🞏High 🞏Medium 🞏Low  | 🞏High 🞏Medium 🞏Low  | 🞏High 🞏Medium 🞏Low  | 🞏High 🞏Medium 🞏Low  |
| Service*(i.e. On-site, Delivery, Take-away, Home-service, …)* |  |  |  |  |
| Experience*Time offering such good(s) or service(s)* |  |  |  |  |
| Location*In relation to the point of sale (e.g. 2 minutes walk from the market, at the market, etc.)* |  |  |  |  |
| Payment method(mark all that apply) | 🞏 Cash 🞏 Mobile money🞏 Credit/debit card🞏 Bank transfer🞏 Other (specify:\_\_\_\_\_\_\_) | 🞏 Cash 🞏 Mobile money🞏 Credit/debit card🞏 Bank transfer🞏 Other (specify:\_\_\_\_\_\_\_\_) | 🞏 Cash 🞏 Mobile money🞏 Credit/debit card🞏 Bank transfer🞏 Other (specify:\_\_\_\_\_\_) | 🞏 Cash 🞏 Mobile money🞏 Credit/debit card🞏 Bank transfer🞏 Other (specify:\_\_\_\_\_) |
| Advertising*(I.e. Flyers, posters, social media, special offers, door-to-door, …)*  |  |  |  |  |
| Estimated number of clients per day |  |  |  |  |
| Estimated expense per client  |  |  |  |  |
| Observations |  |  |  |  |
| 4.Customers *Describe the specific market segments and how the business will bring the products to the customers in each of these segments Try to estimate how much you could sell during a certain time. If you can, try to estimate the number of customers a typical business like yours can expect. Are there seasonal changes in demand?* |
|  | Description  | Type of service preferred *(i.e. On-site, Delivery, Take-away, Home* | Motivation for your business *(i.e. price, quality, location, environment, access, …. )* | Comments |
| <Customer segment 1>  |  |  |  |  |
| <Customer segment 2> |  |  |  |  |
| <Customer segment 3> |  |  |  |  |
| 5. Sales estimates*Estimate how much you can sell during a certain period of time. Consider seasonal or weekday changes in demand.* |
| **Product/service** | **Period of time/Sales by type of service** | **Other considerations**  |
| ***Example*** *Daily special* |

|  |  |
| --- | --- |
| *Daily Monday to Friday* | *In-site: \_\_\_\_\_\_\_ Meals**Delivery: \_\_\_\_\_\_\_Meals* |
| *Saturday (market day)* | *In-site:\_\_\_\_\_\_\_\_\_Meals* |
| *Sunday (market closure)* | *Delivery: \_\_\_\_\_\_ meals* |

 | * *In the month of Ramadhan, sales of daily special meals are reduced by xx%.*
* *Monday – Friday Daily special’s price is xx% higher/less*
 |
| Product/service 1 |  |  |
| Product/service 2 |  |  |
| … |  |  |
| Product/service n |  |  |
| 6. Suppliers of equipment, material, utilities and infrastructure*Describe the suppliers of all the major inputs needed to operate the business, describe the quality of their products, note the prices of their products, and rate their reliability.*  |
| **Name & contact information** *(Name, phone number 1, alternative phone number, e-mail, location,…)* | **Product(s)/Service(s)** | **Description of quality, price, and reliability** |
|  |  |   |
|  |  |  |
|  |  |  |
|  |  |  |
| 7. Rules and regulations*Describe the rules and regulations that govern market access and note eventual respective costs (e.g. fees, licenses, taxes).* |
|  |
| 8. Other observations |
|  |

1. Adapted from ICRC, BUSINESS SKILLS TRAINING COURSE FOR BENEFICIARIES OF MICROECONOMIC INITIATIVES, October 2014 [↑](#footnote-ref-1)