P3.S4.T5 Typical questions when planning a business[[1]](#footnote-1)

Question to plan tasks

* Who will buy the equipment and materials needed?
* How will the equipment and materials be transported to the production/selling site?
* What activities need to be conducted to produce the good(s)/service(s)?
* How much time does each of these activities take?
* How long does one production cycle take?
* Who will implement the activities?
* Who will sell the goods or services?
* Where will they be sold?
* How will the products(s)/service(s) be advertised?
* How will the goods or services be brought to the customer?
* How much time will it take to sell the good(s)/service(s) once produced/procured?

Questions to plan resources

Equipment & tools

* What equipment and tools are required?
* Quantity of equipment and tools needed?
* Do I have to buy all equipment and tools or can all or part of them be rented or borrowed?
* How much does each item cost?
* When will be the items needed?
* How much money do I need to buy/rent the items?
* How much does it cost to bring the items to the production/sale site?
* What is the maintenance cost of the equipment?

Raw materials

* What raw materials are need?
* What quantities are necessary to produce the planned amount of goods or services?
* What is the best time to buy the items?
* How much does each of the items cost?
* How much money is needed to procure the raw materials for one production cycle?
* How much is the cost of the transport of the goods to the production/sell site?

Other inputs & services

* What other inputs are necessary to operate the business?
* What are the costs to have a selling point (shop, market stall or street stall rental, etc.)?
* What are the quantities required?
* What is the best time to buy these items?
* How much do these items cost?

Selling costs

* How much does it cost to transport the good(s)/service(s) to the market?
* What is the cost of advertising the product(s)/service(s)?
* Are there fees or other expenses needed to operate the business (taxes, licenses etc.)?

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