

CONFIDENTIAL

**MAC Volunteer/Mentor Program Application
For Clients in Business**

(Please leave blank any answers of which you are unsure)

Business Owner:

Business Name:

Month/Year business began (date of first sale):

Do you actively manage the business?

Annual sales or revenue (do not include cents):

Fiscal year 2009 \$:

Fiscal year 2008 \$:

Business Questionnaire

1. Do you have a business plan? Yes__ No__

2. Briefly describe your goals for the business.

Over the next one year:

Over the next five years:

3. Do you have financial projections for the next one to two years? Yes__ No__

4. Briefly describe your business' current and future products/services. You may include any business literature with application.

5. Who are your target customers? What is your average sales size per product/service line?

6. What strategies and tools do you have in place to market your product/service to your target customers? (i.e., radio, print, internet, etc.)

7. What sales strategies and methods do you have in place to sell your product/service to your target customers? (i.e., distribution channel, direct sales, etc.)

8. Briefly describe your business' major strengths and major weaknesses.

9. Briefly describe your major competition and its/their strengths and weaknesses.

10. What are your primary tasks as president/owner? Which do you enjoy more: (a) running the business or (b) being in the industry?

11. What frustrates you most about running your business?

12. What areas of the business are being neglected?

13. What is the single greatest impediment to business growth and why?

14. What is your highest business priority and how do you see the Volunteer/Mentor Program being able to help you reach that priority?

15. What areas of expertise and professional experiences would you want your volunteer/mentor to have and why?

Applicant Statement of Understanding

The information contained in this application is provided for the purpose of obtaining a volunteer/mentor through MAC. I understand that you are relying on the information provided in deciding to grant a mentor, therefore, I certify that to the best of my knowledge and belief, that the information submitted herein is accurate, true and complete. I further understand that if accepted into the Volunteer/Mentor Program, I would be responsible for fully participating.

Applicant Signature: _____

Date: _____