

**APPENDIX B1**  
**PROBLEM ANALYSIS WORKSHEET FOR OPTION IV**  
**(Feasibility Study Only)**

1. What is the purpose of your project?
  
2. What is your vision for this business?
  
3. What is the nature of your business and why are you interested in starting it? What is the product or service you will be providing?
  
4. Who are you in relation to this business? What skills/shortcomings would you bring to the business?
  
5. Why would investors be convinced to invest in this business? Why would this business succeed? How will you finance this business?
  
6. Where would the business be located geographically? Would you be operating the business? Be specific.
  
7. When will you begin actual operations?
  
8. How will you market your product or service?