



## 4 QUESTIONS TO ANSWER AS A BUSINESS OWNER

You became a business owner for a reason, a purpose or for a cause. These questions focus on you and your business and what you stand for.

### ABOUT YOU

In the business what do you do and why do you do it?

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### YOUR CUSTOMERS

Who are your Customers?

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**MEASURES FOR SUCCESS**

**How do you add value to your Customers and measure it?**

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**PLAN FOR GROWTH**

**What is your plan to add further value to more customers, and how do you see your business position in 3-5 years time?**

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