

# **GUERRILLA MANAGEMENT BUSINESS EVALUATION QUESTIONNAIRE**

## **Studio Information**

**Name(s):** \_\_\_\_\_

**Studio Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Work Phone:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_ **Web Site:** \_\_\_\_\_

**How Long Have you been in Business:** \_\_\_\_\_

**Full Time:** \_\_\_\_\_ **Part Time:** \_\_\_\_\_

## **Education**

**Formal Education– College Degree / Graduate Degree?** If Yes, Please List

\_\_\_\_\_

**Other Photographic Study:** List any working photographers with whom you have studied photography and the business of photography (Programs 1 day and longer)

<b>Instructors Name</b>	<b>Subject studied</b>	<b>School/Venue</b>	<b>#days</b>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

# Location

What is the approximate size of the population in your area? \_\_\_\_\_

Population of Town/City: \_\_\_\_\_ County: \_\_\_\_\_ Trade Area: \_\_\_\_\_

(the number of people who can reach your studio can reach in approximately 30-45 minutes)

# Product Lines

Types of photography you do such as weddings, seniors, children etc. by percentage:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Do you have pre-portrait consultations in your studio? \_\_\_\_\_

What is the average number of session images you shoot? \_\_\_\_\_

Methods of presentation for your product lines:

Product Line	Presentation method	# of images shown
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

If using projection, what projection software and screen size do you use?

\_\_\_\_\_

## Studio Financial information

**What is the dollar amount of your gross sales for the last full calendar year?**

\$ \_\_\_\_\_

**What is the dollar amount of your gross sales for the present year?**

\$ \_\_\_\_\_ (as of this date: \_\_\_\_\_)

**Do you own or Rent your business building?**

\_\_\_\_\_

**If renting how much is your monthly rental payment and what does it include?** \_\_\_\_\_

**Approximate Square Feet of your business facility:** \_\_\_\_\_

**Is your business a sole proprietorship, partnership, S corp, LLC?**

\_\_\_\_\_

**Does your business presently carry any debt?**

If yes, list the type, terms, length of repayment, monthly payment, total debt \$.

<b>Type</b> (loan, cc...)	<b>Total \$ of Debt</b>	<b>Inetrest %</b> (# months)	<b>\$ Payment/mo.</b>	<b>Term</b>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Total Debt burden: \$** \_\_\_\_\_

## Equipment

**Type of Camera Equipment used? (film, digital, 33mm, etc.):**

**In-house printers:**

## Advertising/Marketing

**How do your clients find out about your business?**


**Do you have a data base of your clients?** \_\_\_\_\_

**If yes, how many clients are in your database?** \_\_\_\_\_

**Do you send a studio newsletter to your clients?** \_\_\_\_\_

**If yes, how often?** \_\_\_\_\_

## Employees

**Do you have employees? If so,** list the type of work each does and the number of hours they typically work per week. Identify if a spouse or other family member is involved in your business.

<b>Employee</b>	<b>Relation?</b>	<b>#Hours/week</b>	<b>Pay Level</b> /hour or salary

## How did you hear about us?

**What was the most important factor in your decision to come to this workshop?**

## **Concerns/Accomplishments**

**List 5 major business problems, and/or discuss what you hope to accomplish with your business within the next 18 months.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_