

Part B: New Tenant Survey Information

Application survey
BALLINA BUSINESS CENTRE

An Australian Government Funded Business Development Initiative

Lot 42 CLARK ST. BALLINA
Ph: 66868 068 Fax: 66 869452

Applicant Name: _____

Address: _____

Contact Ph: _____

Trading Name or Business Name: _____

Australian Business Number (ABN): _____

What is the Business Idea? _____

1. DESCRIPTION OF BUSINESS (Circle correct industry/s)

- | | | | |
|---------------------|------------------------|--------------------|----------------------|
| Computer | Electronics | Metalwork | Leatherwork |
| Jewellery | Leisure & Recreation | Building | Surfboard/fibreglass |
| Clothing & Footwear | Training & Information | Service industries | Security |
| Musical | Printing & Publishing | Art & Craft | |

Other - please specify _____

2. BUSINESS OPERATORS BACKGROUND

| Previous Employment Industry | Occupation | Years |
|---------------------------------|------------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Have you had previous experience In Operating a Business? Yes / No

If yes. State number of years _____ Number of businesses _____

Types of Industries _____

Previous experience in Current Industry _____ (years)

What dates did you operate the Business? _____

Where did you operate the Business from? _____

Have you attended any Business Courses? Yes / No

Have you attended any Business Seminars or Workshops Yes / No

Do you feel that you need additional training in any particular area to assist in your Business Development?

Which area/s? _____

Why? _____

How? _____

On a scale of 1 (poor) to 10 (excellent), how would you rate your current knowledge on the following?

Bookkeeping. Credit Management. Accounts Payable Financial Management _____

Taxation _____

Costing. Pricing & Purchasing _____

Marketing _____

Direct Sales _____

Product Design. Product Quality _____

Service & Back U p _____

Manufacturing Techniques. Production & Equipment _____

Business Management & time Management _____

Government Services & Assistance Programs _____

Your industry _____

Staff Recruitment and Training _____

Business / Plans / Planning, cash Flow Analysis _____

Why did you start your own business? (You may circle more than one)

Needed a job / Independence / Financial gain

Challenge / Future security / Status

Why did you pick your particular business? (Circle the main reason)

Previous experience / Financial return / Interest in industry

What are your competitive advantages? (Circle the main advantage)

New / improved product / Specialised product / Better service / Better quality

Other - please specify _____

Please state number of full-time employees _____

Please state number of Part-Time / casual employees _____

3. FINANCIAL MANAGEMENT

Do you have a Business Plan? Yes / No

Do you need assistance to develop a Business Plan? Yes / No

Do you use an accountant? Yes / No

If yes. Did. You' use an accountant for any of the following?

- All your bookkeeping including end of year returns Yes / No
- End of year returns only Yes / No
- Financial advice (including Taxation advice) Yes / No
- To set up. Your books. Financial advice & end of year returns Yes / No

Other - please specify _____

Do you have a solicitor for your business? Yes / No

Did a solicitor or accountant etc. look at your License Agreement? Yes / No

Where do you see your business in 5 years time? _____

4. OUR MARKETING

Had you heard of the Ballina Business Centre prior to looking for a rental property? Yes / No

If yes, where? _____

Who referred you to the Ballina Business Centre? _____

The Ballina Business Centre has had a number of advertisements and articles in local

newspapers and on television. Have you seen any of these?

Yes / No

If yes, which advertisements or articles have you seen?

How long were you looking for a rental property?

_____ months _____

What are the reasons you entered the Ballina Business Centre - compared with other properties?
(tick the 5 most important)

Low overall rent _____

Knew other businesses in the centre _____

No long term lease _____

No electricity bond _____

No upfront rent _____

Size of units _____

One weeks free rent at the start _____

Shape of units _____

Access to office services _____

Accessibility to units _____

Common room and toilet facilities _____

Physical separation between units _____

Rubbish removal _____

Roller door access _____

After hours security _____

Flow through ventilation _____

Free business advice _____

Location _____

Because other new businesses were there _____

5. BALLINA BUSINESS CENTRE MARKETING

Would you become involved in joint advertising?

On a scale of 1 to 10 (10 being the most appropriate), what do you think would be the most appropriate type of advertising for your business?

Local newspapers _____

radio _____

Regional newspapers _____

Give-aways _____

Flyers _____

Competitions _____

Television _____

Markets _____

Do you use outside services for marketing advice? Yes / No

If yes who?

6. GENERAL

Does your business create any of the following? (circle correct answer/s)

Noise Fumes Liquid Waste Dust Shavings

Are you aware that rent must be paid in advance and power usage must be kept up to date? Yes / No

Do you intend to make any alterations to your unit? Yes / No

If yes, what alterations do you intend to make? _____

Are you aware of the power limitations of the units? Yes / No
(large units have 15 amp & small units have 10 amp single-phase fuse)

Are you aware that you must provide your own public liability insurance? Yes/ No

Please list any power tools or equipment you intend to use

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

