



## Quick Facts

Question	%	Answer
On a scale of 1 to 5--with 5 being well-- how well do you think your business concept defines your product or service?	42%	5- Very Well
	20%	4
	20%	3
	11%	2
	5%	1 Not Very Well
Does your business concept describe the single most important problem that it solves?	74%	Yes
	25%	No
Rate how familiar you are with your target market and number of customers you hope to attract.	23%	5- Very Familiar
	37%	4
	20%	3
	6%	2
	11%	1 Not Very Familiar
How large will this market be in the next 2, 5, 10 years?	23%	Leading Market
	27%	Somewhat large
	44%	Growing every day
	5%	No longer a competitive market
On a scale of 1 to 5--with 5 being strong-- how strong is your competitive advantage?	15%	5-Very Strong
	32%	4
	18%	3
	15%	2
	6%	1-Not Very Strong
11%	I don't know my competitive advantage	
Can you identify the greatest obstacles to the success of your company and not just competitors?	84%	Yes
	15%	No



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<p>On a scale of 1 to 5--with 5 being well--how well do you know your competitors? If you don't know your competitors, have you looked hard enough?</p>	<b>32%</b>	<b>5- Very Well</b>
	27%	4
	22%	3
	10%	2
	8%	1 Not Very Well

<p>Which of the following organizations, companies, or groups are you building relationships with? Check all that apply.</p>	15%	Chambers of Commerce
	25%	<b>Peer Groups</b>
	20%	Small Business Development Centers
	15%	Industry Bodies and Associations
	5%	Department of Commerce and Economic Opportunity
	3%	International Trade Organization
	15%	None of the Above

<p>Financials are the heart of your business. On a scale of 1 to 5--with 5 being accurate--how accurate is your cost benefit analysis?</p>	11%	5-Very Accurate
	20%	4
	16%	3
	6%	2
	8%	1-Not Very Accurate
	35%	<b>I didn't do a cost benefit analysis</b>

<p>Do you know your costs for the following items? If Yes, check all that apply. If No, leave blank.</p>	17%	Making your product
	21%	<b>Equipment, Software, Hardware etc</b>
	7%	Recruitment
	18%	Operations, Office, Infrastructure etc
	18%	Marketing
	16%	Salaries

<p>On a scale of 1 to 5--with 5 being well—how well can you pinpoint when your company will break even financially?</p>	21%	5- Very Well
	28%	<b>4</b>
	15%	3
	7%	2
	8%	1 Not Very Well
	19%	I don't know



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Although money is the heart of your business, investors want to see who is involved. On a scale of 1 to 5--with 5 being highest—rate your management team.

23%  
 18%  
 15%  
 8%  
 33%

5- Great Team  
 4  
 3  
 2

1- I don't have a team

Which of the following items do you think would best help you keep your business alive? Check all that apply. Resources and/or assistance on:

14%  
 7%  
 10%  
 7%  
 8%  
 10%  
 9%  
 10%  
 13%  
 9%

Accessing Capital  
 Accessing Human Capital  
 Tax Credits and Incentives  
 Research and Development  
 Streamlining My Business Model  
 Keeping the Books  
 Getting Investors  
 Getting Business Advisors  
 Networking in My Industry  
 Putting Together a Team

Did you have difficulty answering the survey questions? Check all that apply:

3%  
 20%  
 3%  
 72%

Not familiar with the topics  
 Need more information  
 English is not my first language  
 No difficulty