



Business Customer Exploration Guide

Date business established

No. of full time employees

No. of part time employees

Business premises

Owned

Run from home

Mortgaged

Leased

Business location

Business Owners/Directors/Principals *(repeat for key group entities/highlight Keyman)*

Business	Name	Position	Date of Birth	Ownership
			/ /	%
			/ /	%
			/ /	%
			/ /	%

Background

- Business origins
- Key activities
- Location

Management

- Key personnel
- Depth/succession
- Track record
- Capability/gaps
- Stability

Relationship

- Services used
- Other financiers

Markets

- Products/services
- Customers/key relationships
- Geographic spread
- Dependencies
- Terms of Trade
- Industry position
- Key competitors
- Tariffs/licencing
- Opportunities
- Obsolescence

Suppliers

- Key suppliers
- Concentration
- Dependencies
- Terms of Trade
- Alternate sources

