

FOCUS GROUP QUESTIONS



ENTREPRENEURS

- 1** Please introduce yourself: What is your business, how long you've been in business, and why did you start it here?
- 2** When you started your business, what were the biggest challenges you faced?
- 3** When you started your business, what organization or entity helped you in your journey to start (provided capital, technical assistance, etc.?)
- 4** Currently, what are the benefits to operating your business in our community? What makes it a great place to do business?
- 5** What are your biggest challenges now, and what concerns do you have going forward?
- 6** What are the biggest actions your community could take to improve the environment for business?
- 7** How has COVID changed the way you operate?
- 8** How will COVID reshape the future of your business? Are there any positives?
- 9** What business opportunities do you see within our community that are currently present?

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ADDITIONAL QUESTIONS IF NEEDED OR NOT EXPLORED THROUGH RESPONSES

Tell us a little bit about how you tend to network or not with other local businesses?
Is there a formal or informal group? Events?

When you were looking for space to start or grow, were there any challenges?
Did you use or look for an incubator, co-working space, shared kitchen facility, etc.?

How is the workforce in our community? Can you find and retain employees?

Have you ever attended any business-related training courses? From where?
Are there gaps within the subjects that you need?