

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

_____	_____
_____	_____
_____	_____

