

START-UP QUESTIONER

Starting up a new business can be an exciting time. It can also be very rewarding and draining at times. Coming up with a concept, finding suppliers and a market can get a little hectic. If this is your first time opening a shop then you are in for a few surprises, hopefully all good ones. In order for us to be able to help you out with your new venture, we would like to ask you a few questions. Please answer these questions to the best of your knowledge so that we might be able to get an idea of how we might work best for you. Following some questions is a list of ideas to help you along with your answering.

Is this your first business?

- Yes
- No

Have you worked in retail before?

- Yes
- No

Are you interested in any of the Business Packages?

- Completed Package
- Standard Package
- Starter Package
- None

Do you have a Business Plan yet?

- Yes
- No

What type of location are you looking for?

- High Foot Traffic?
- Low foot traffic?
- Destination Spot?
- Strip Mall?

Have you found a location yet?

- Have you signed on one?
- Just looking?
- Started negotiating on a spot?
- Started Finish out?

What kind of layout do you plan on having?

- Type of Fixtures?
- Store Design
- Theme/Concept

Do you have a name for your shop?

Who is your target demographic?

How do you plan on marketing your store?

- Canvassing?
- Radio Ads?
- Television Ads
- News Paper Ads?
- Other?

What type of Vintage Clothing do you plan on carrying?

- Classic vintage 30's – 60's
- Mainstream retro 50's – 80's
- High End Vintage 30's – 80's
- Resale shop / buy sale trade

What other type of items do you plan on carrying?

- Contemporary labels
- Shoes
- Accessories
- Furniture
- Other?

If carrying Contemporary label, what percentage will be Vintage?

- 25%
- 50%
- 75%

Do you have start up capital?

- Yes
- No

Do you have an opening date in mind?

Yes _____

No

Comments / Questions



For further information concerning Factory Vintage please contact us

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