





Business Forms Worksheet



Social Mission

Social Enterprise

Who is making the social enterprise decisions?

Are the customers also owners of the social enterprise?

Is engagement and input of your community critical to the success of the social enterprise, both in terms of achieving its social mission and being financially viable?

How does the business form impact operations?

SOLE PROPRIETORSHIP

NON-PROFIT

CO-OPERATIVE

LIMITED PARTNERSHIP



Market Assessment Worksheet



Social Mission

Social Enterprise

Environment

DEMOGRAPHIC CONSIDERATIONS		ECONOMICS	
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
SOCIAL		TECHNOLOGICAL	
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
POLITICAL			
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>			



Market Assessment Worksheet



Customers

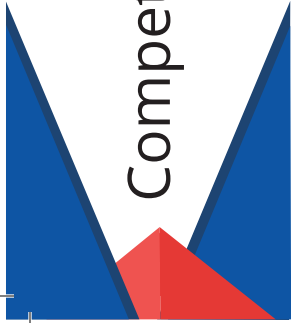
PROFILE OF TARGET CUSTOMER/MARKET

(Industrial/Consumer)

Why do they buy the product or service you are selling?

What are the major criteria the customers uses to make a purchasing decision?

How many potential customers do you have?



Competition Assessment Worksheet



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FACTORS	SOCIAL ENTERPRISE	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Age of Business				
Customer Service				
Hours of Operation				
Convenience of Location				
Advertising				
Pricing				
Quality/Selection				



Operational Assessment Worksheet



Social Mission

Social Enterprise

PERSONNEL

PRODUCT REQUIREMENTS

ie. production process

SUPPLIERS

DISTRIBUTION

GOVERNMENT REGULATIONS

BUSINESS SUPPORT

FORM OF BUSINESS

Business Considerations Worksheet



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Social Enterprise

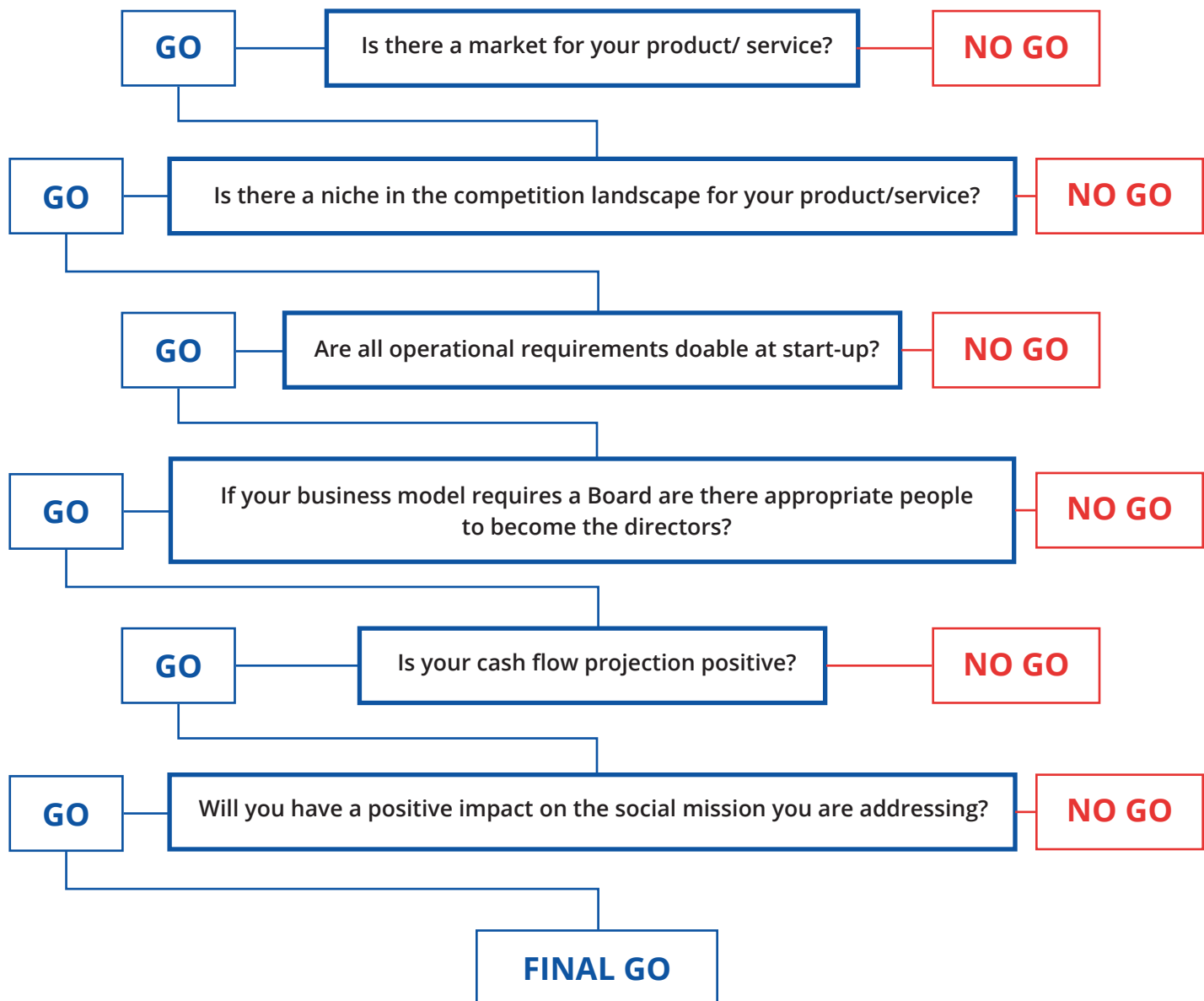
MARKET		COMPETITION	
<hr/> <hr/> <hr/>		<hr/> <hr/> <hr/>	
PERSONNEL		PRODUCT REQUIREMENTS	
<hr/> <hr/> <hr/>		ie. production process <hr/> <hr/>	
SUPPLIERS		DISTRIBUTION	
<hr/> <hr/> <hr/>		<hr/> <hr/> <hr/>	
GOVERNMENT REGULATIONS		BUSINESS SUPPORT	
<hr/> <hr/> <hr/>		<hr/> <hr/> <hr/>	
FINANCIALS			
<hr/> <hr/>			

Go or No Go Decision-Making Chart



Social Mission

Social Enterprise



A final **GO** means that you can proceed with next social enterprise development steps.
A **NO GO** means this social enterprise idea is not viable at this time in the current circumstances.
However maybe there is another enterprise that will address the original social mission.