

Business Interview & Presentation

Due Date:

Value: 60 points

You are to select a business to investigate and conduct at least one interview to further that investigation. The interview must be of the owner or manager of that business. You can investigate any business of your choosing, but it may not be a family member by blood or marriage, you need to practice your networking skills! I would recommend choosing a business that you find interesting and that the class might find interesting as well. Your interview must include the questions listed below. You may add any questions that you like to the list if you feel it is appropriate. All answers must be accurately recorded and reported. You may want to take a recording device of some kind with you to ensure that accuracy. Here are the questions that must be asked:

Who are you interviewing and what is their position?
What is the name of the business?
What does this business do?
What is the location of the business?
How many offices/retail locations does this business have?
How many employees does this business have?
What type of employees does this business have?
What does this business look for in employees?
How long has this business been in existence?
How did this business start?
How was the start financed?
What was required to start the business?
What are the biggest risks in this business?
What are the greatest opportunities in this business?
What is the key to success in this business?
What is the minimum amount of sales activity necessary to keep the business open?
What is the maximum amount of sales activity this business has ever done?

After the interview you should answer the following questions on your own:

Do you think this business is currently successful? Why or why not?
Do you think this business will be successful in the future? Why or why not?
Would you be interested in buying the goods/services this business offers? Why or why not?
Would you be interested in starting a business of this type? Why or why not?

After you have conducted your interview(s) you will be making a presentation to the class on your business. This presentation is worth 20 of your 60 points. It will be no less than 3 minutes and no more than 5 minutes. You must have at least one visual aide as part of your presentation. You will be graded on the quality of the information provided as well as your presentation skills.