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Alaska Small Business
Development Center
UNIVERSITY of ALASKA ANCHORAGE

Valdez Business Survey

You are receiving this survey because you run or plan to start a business in Valdez. The City of Valdez has invited the Alaska Small Business Development Center to conduct a series of business classes and provide business advising in Valdez to businesses over the next 12 months. Please help us provide the maximum benefit to you by completing this 11-question online survey. We will use your feedback to determine the class topics and the best possible scheduling.

Your input is incredibly valuable.

1. Describe your business in six words or less.

2. How long have you been in business?

- ☐ Pre-venture (not started yet or considering starting or buying an existing business) - Think Stage
- ☐ New business, less than 2 years in business - Launch Stage
- ☐ 3 - 10 years in business - Grow or Reinvent Stage
- ☐ 10 + years in business and/or considering selling - Exit Stage

3. How likely are you to attend a 2 - 4 hour workshop on an interesting business topic?

- ☐ Very unlikely

- ☐ Somewhat unlikely
- ☐ Maybe
- ☐ Somewhat likely
- ☐ Very likely

4. What day(s) of the week and times are you least likely to attend a 2 - 4 hour workshop? (select all that apply)

- ☐ Weekdays (Monday - Friday) from 8 am - 12 noon
- ☐ Weekdays from 12 noon - 5 pm
- ☐ Weekdays after 6 pm
- ☐ Saturdays from 8 am - 12 noon
- ☐ Saturdays from 12 noon - 6 pm

5. Which months of the year are you least likely to have time to attend a 2 - 4 hour workshop? (select all that apply)

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

6. Please select all of the possible workshops you would be interested in attending. (Note there will be a \$10 fee per person for each class.)

- ☐ Build your own website (two 4-hour sessions)
- ☐ Develop your business marketing plan (one 2-hour session)
- ☐ Marketing your business with social media and guerrilla marketing tactics (one 4-hour session)
- ☐ Introduction to QuickBooks (one 4-hour session)
- ☐ Understanding your Income Statement and Balance Sheet (one 4-hour session)
- ☐ What is Crowdfunding and what can it do for my business (one 2-hour session)
- ☐ Non-traditional and traditional (lenders) funding sources for your business (one 2-hour session)
- ☐ Tax planning for your business (one 4-hour session)
- ☐ Planning and preparing your business exit strategy (one 4-hour session)
- ☐ Things to consider when buying or selling a business (one 2-hour session)
- ☐ Idea to Reality, how to start a business (one 2-hour session)
- ☐ Choosing your business form (one 2-hour session)

7. What other business workshop topics would be of interest to you?

8. The Alaska Small Business Development Center provides no cost, one-on-one confidential business advising to assist business owners with improving profitability or addressing challenges. How likely are you to meet for a one-hour initial session with a business advisor?

- ☐ Very unlikely
- ☐ Somewhat unlikely
- ☐ Maybe
- ☐ Somewhat likely
- ☐ Very likely

9. What is the biggest challenge of running your business?

10. What day or days of the week are you least likely to schedule a one hour session with a business advisor? (select all that apply)

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday

11. What else would you like us to know so we can we can most effectively help you improve your business?

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