

Following are examples of questions the banker might ask.

1. So you want to be a business owner? Why?
2. What's your background? How has it prepared you to be a business owner?
3. What are the biggest challenges for a small business?
4. Why do you believe your business will succeed? How do you know?
5. What could cause your business to fail?
6. What type of expansion do you perceive in the future?
7. What kind of insurance do you carry?
8. How are you going to promote your business?
9. What are your strongest attributes?
10. What will you do if we only loan you 80% of your request? (If you have a bare bones financial plan, tell the lender. Give him details about what you have done to keep start-up costs to the minimum and how you will control costs. Be prepared to defend your financials and open to listening to suggestions from your lender.)
11. What market segment are you shooting for?
12. What market research did you do?
13. How are your prices going to compare to the competition?
14. Who are your biggest competitive threats? How will you compete?
15. What are your competitor's charges for the same product/service?
16. What is your production capacity? (How many widgets can you make or get? How many calls can you make per day? What % of contacts will buy? How many hours can you work or sell, etc.?)
17. How will your product or service be unique?
18. Why do you believe there are enough people with enough money who will buy your product or service often enough that you can make a profit?
19. Why do you think we should loan you this money?
20. Amount of loan required and anticipated use of funds?
21. Where will the business be located? Why was this location selected?
22. How much capital do you have and what will you be investing in the business?
23. What kinds of licensing do you need?
24. How will you meet your personal financial needs until your business begins to make a profit?
25. Others have opened the same kind of business and failed. What will make you different?