

Survey letter

Business



**ASSIGN
BUSTER**

Survey Letter Task James Smart, UCLA Extension July 31, Mr. Jim Lunt, The
General Manager, Central Coast Wines 712 Higuera Street
San Luis Obispo, CA 93402

Dear Sir,

Re: Survey Letter on Setting up a Winery Business

I am a UCLA student currently enrolled in an entrepreneurship course. The course requires us to survey small businesses concerning their start-up, survival, as well as on-going challenges within the modern economy. This knowledge will enable us start up something similar of our own later on. The course does not proclaim one target industry to pursue in reality. However, the simulation falls under the food and beverage industry in general, and the wine industry in particular.

I would gladly appreciate approximately five minutes of your precious time in completing the following survey. In order to express my heartfelt gratitude, I hereby enclose a gift certificate of MacDonald's. Please enjoy with my complements.

Attached, you will find a brief questionnaire concerning your business, and a self-addressed stamped envelope. Please return the survey no later than (August 15, 2014) so that i can complete my project on time.

Thanks in advance for your help and attention.

Sincerely,

James Smart.

UCLA Extension Student,

Tel: 117 254759

Email: JSmart@Student Entrepreneur. com

Questionnaire

<https://assignbuster.com/survey-letter/>

UCLA Extension Course/Entrepreneurship

Small Business Questionnaire

(Food and Beverages –Wines)

1. How long has Central Coast Wines been in existence?
2. What are the vision, mission, and objective of Central Coast Wines?
3. What are the average net profits of Central Coast Wines in dollars or percent of sales after computing the overhead costs such as rent, administration, and inventory? (Use more than.... or less than.... in answering). Are these profits for one owner, or do they split between two or more partners?
4. What promotional mix strategy do you employ for advertisement and marketing?
5. What are the requirements of starting a winery business, requirements such as equipment, experience, skills, and capital? What is the average start-up capital necessary to set up the business?
6. What are some of the challenges that Central Coast Wines faces in the process of carrying out its daily operations, in relations to competition, business environment, market, and customers?
7. Which brand is your best selling wine, and in what average quantities does it sell, per day, per week, and per year? What level of competition does this brand stand against other competitors' products in the market – competitive advantage?
8. How many workers does the Central Coast Wines have currently, please list their job titles and job functions?
9. Are all the employees in the company experts in wine brewing and production, or is this the role of only a specified special group of persons?

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10. What chain of distribution does the company use in getting its products to the right market? Does the distribution channel have many intermediaries? Do these intermediaries affect the utility of the product, such as in price, place, and time utilities?

11. What are the financial instruments available for the business, especially at the starting period, such as Private, bank loans, angel investors, and venture capitalists?

12. What is your target market, and how much control do you have of your target market? How do you create consumer loyalty, trust and confidence in order to attract and retain new customers?

References

Honeycutt, M. (2007). Californias Central Coast: The Ultimate Winery Guide: From Santa Barbara to Paso Robles. San Francisco, CA: Chronicle Books.