

Nigeria You Win Business Plan Competition: Baseline Data sheet

This sheet is intended to collect some additional details about your background and past experience, which will be useful for us to understand better who is applying for the YouWin competition, and how to better serve your needs. It is important that you answer these questions.

More about your business and business background

Before the You Win competition, have you ever attended a course which covers any of the following information?

- | | | |
|---|-----|----|
| a. Business accounting | Yes | No |
| b. Marketing | Yes | No |
| c. Computer skills | Yes | No |
| d. Vocational training (e.g. training to be a hairdresser, builder, etc.) | Yes | No |

Please select from this drop-down menu the sector that your current business (for existing owners) or planned business (for start-ups) will be in:

Retail trade

11 = Market trader

12 = Street vendor/hawker

13 = Shop

14 = Street kiosk

15 = Other retail trade

Food preparation/restaurants

16 = Market stall

17 = Street kiosk or street sales

18 = Shop/restaurant

19 = Other food preparation or restaurant

Personal services

20 = Hair and beauty care

21 = Other personal services

Manufacturing

30 = tailoring, dressmaking or shoe making

31 = furniture

32 = Crafts (masks, jewelry and other crafts)

33 = Other manufacturing

Repair services

40 = repair of electronics

41 = repair of vehicles

42 = other repair services

Professional Services

50 = IT and Computer services

51 = Accounting services

52 = Legal services

53 = Medical services

54 = Other professional services

Transportation

60 = Taxi driver

61 = Other transportation services

Construction

70 = Carpentry

71 = Bricklaying

72 = Electrical Work

73 = Plumbing

74 = Other construction work

Other industries

80 = Agricultural production

90 = Other industries

Employment status

Are you currently employed outside of your proposed business? Yes/No

If yes, part time or full time? Part-time/Full-time

What industry are you employed in? _____

How many years of work experience do you have? _____

If you own a business (non-owners skip to demographic characteristics):

- How many workers with the following qualifications does your business currently employ?
 - o No education _____
 - o Primary education _____
 - o Secondary education _____
 - o Tertiary education _____

- Is your business currently registered with the Corporate Affairs Commission (Yes / No)
- If Yes, which of the following category best describes your business registration status:
 - o Limited liability company
 - o Business name
 - o Other _____

- How much tax did you pay last year?

Does your business currently have a loan from any of the following?

Yes/No

- a) Bank
- b) Microfinance organization
- c) Cooperative society

What are your major challenges to running your own business?

- Lack of funds to start a business
- Lack of the required skills
- Lack of business experience
- Lack of interest in business
- Others _____

Demographic Characteristics and Socioeconomic Background

Marital Status:

1 = Married or Living Together with a Partner

2 = Divorced/Separated

3 = Widowed

4 = Never Married and Never Lived Together

How many children do you have? _____

How many brothers do you have? ____

How many sisters do you have? _____

What is the main language you speak at home:

1 = Hausa

2= Yoruba

3= Igbo

4 = English

5 = Other (specify)_____

Have you ever worked or studied abroad?

Yes/No

If yes

- a) How many years have you spent living abroad?
- b) What is the country you have spent most time abroad in?

Imagine you are being offered a choice between a lottery which will pay you a prize of 5 million if you win, or receiving 1 million with certainty. For each of the following, tell us whether you would choose the lottery ticket or the certain amount:

- a) A lottery ticket which has a 10% chance of paying 5 million, vs receiving 1 million with certainty
- b) A lottery ticket which has a 20% chance of paying 5 million, vs receiving 1 million with certainty

- c) A lottery ticket which has a 30% chance of paying 5 million vs receiving 1 million with certainty
- d) A lottery ticket which has a 50% chance of paying 5 million vs receiving 1 million with certainty
- e) A lottery ticket which has a 70% chance of paying 5 million vs receiving 1 million with certainty
- f) A lottery ticket which has a 90% chance of paying 5 million vs receiving 1 million with certainty
- g) A lottery ticket which has a 100% chance of paying 5 million vs receiving 1 million with certainty

For each they should answer 1 = prefer lottery ticket, 2 = prefer 1 million certain amount, 3 = indifferent, 4= don't know

We are interested in why you want to run your own business instead of being in salaried work. For each of the following, tell us how important it is for you wanting to run your own business rather than being employed for a salary

1 = Very important, 2 = important, 3 = somewhat important, 4 = not important, 5 = don't know 6 = not applicable

- a. The possibility to care for children or other family members while I work
- b. To be my own boss and not have to rely on others
- c. Flexibility in hours of work
- d. The possibility to earn more money
- e. Difficulty in finding a wage job
- f. The possibility that my business will grow in the future
- g. Running my own business is less boring/more exciting than salary/wage work

How confident are you that you can carry out the following tasks:

1 = not at all confident, 2= somewhat confident, 3 = quite confident, 4 = very confident, 5 = don't know 6 = not applicable

- a) Sell a new product or service to a new client
- b) Find and hire good employees to expand your business
- c) Obtain a good price for buying business inputs
- d) Persuade a bank to lend you Money to start your business
- e) Estimate accurately the costs of a new Project
- f) Manage an employee who is not a family member
- g) Correctly value your business if you wanted to sell it
- h) Resolve a difficult dispute with a business client in another city
- i) Identify when it is time to stop making or selling a product that is not selling well

How many of the following items does your household own?

Sewing machine
Gas cooker
Stove (electric)
Stove gas (table)
Stove (kerosene)
Fridge
Freezer
Air conditioner
Washing Machine
Electric Clothes Dryer
Bicycle
Motorbike
Cars and other vehicles
Generator
Hi-Fi (Sound System)
Microwave
TV Set
Computer
DVD Player
Satellite Dish

Does your household have an internet connection in the house?

Yes/No

Does any member of your household own any agricultural land?

Yes/No

Additional Follow-up Information – make this mandatory so that they cannot submit the form without these fields being submitted.

We would also like to be able to contact you in the future to find out how you are progressing. For these reasons, can you please provide contact details for two friends or family members who would know how to contact you even if you move and change your phone number or email address:

Contact no 1:

Relationship to you:

Contact phone number:

Contact email:

Contact address:

Contact no 2:

Relationship to you:

Contact phone number:

Contact email:

Contact address: