



---

## Selecting a Business Checklist

- Will the business thrive from my strengths and not suffer from my weaknesses?
- Will I enjoy the work?** Even if it is a wonderful opportunity, it will need to be an opportunity that you find fulfilling. When you love your job and the business is growing, everything else tends to become minor details.
- Will I be proud to own this business?** If you cannot promote the product or service to yourself, how will you sell it to customers and keep staff motivated?
- Do I have the capital and credit history that may be needed to secure financing?**
- Will the business produce the income I need?** Will it sustain your lifestyle and achieve a return on your investment.
- Does the business make financial sense for me?** Do I have adequate working capital?
- What growth opportunities are there?** It's not uncommon for an owner to wind down their marketing efforts as they look toward retirement. We've witnessed numerous enthusiastic new owners take a strong but stagnant business - and sometimes even a struggling enterprise - and turn them around into thriving enterprises.

The confidential Business Profile will include a summary of the competitive position and growth opportunities of the business. SGA's professionals can further advise.