

APPENDIX B

Sample Market Research Questionnaire

Modify this questionnaire to fit your product mix.

1. Do you purchase natural or organic beef?

2. If you purchase natural or organic beef, what are your reasons? Check all that apply:

- Health concerns
- Environmental concerns
- Taste/texture
- Allergies/reactions to other beef
- For your children, specifically
- Brand preference

3. How often do you purchase natural or organic beef?

Check One:

- Weekly
- Monthly
- On occasion

4. Where do you purchase this product? Check all that apply:

- Natural food store
- Direct from the farmer
- At a farmers' market
- Specialty meat shop
- Chain grocery retailer
- Other

5. If you had the option to buy natural beef directly from the producer, would that interest you? Why or why not?

6. Would you pay more for natural beef than conventional beef?

7. If you answered yes to question 6, at what point is the cost too high? Check one:

- 50 cents more than conventional per pound
- 75 cents more than conventional per pound
- \$1 more than conventional per pound
- Over \$1.25 more than conventional per pound

8. Would you value home delivery of natural beef?

9. If you answered yes to question 8, would you pay a nominal delivery charge for natural beef?

APPENDIX F

Profit and Loss Statement

Date Range:

Company Name:

Address:

Phone:

Prepared By:

INCOME		
<i>List wholesale, retail, or individual customer names separately.</i>		
Income	Dollar Amount	Percentage
GROSS INCOME FROM ALL SOURCES <i>(List sum total of all profit items here):</i>		
INCOME LESS ALLOWANCES & RETURNS:		

COSTS			
<i>You may want to be more specific about some of the items below, giving each item its own line.</i>			
Type of Cost	Dollar Amount	Inventory Value at Start	Percentage
Purchases			
Labor			
Materials/Supplies			
Postage			
Advertising			
Debt			
Fees			
Phone/Fax			
Utilities			
Rent/Lease			
Insurance			
Any additional costs			
TOTAL COST OF DOING BUSINESS <i>(dollar amount and percentage)</i> <i>(List sum total of all cost items here):</i>			
OPERATING PROFIT OR LOSS <i>(Calculate income minus expenses here for the bottom line):</i>			

APPENDIX G

Cash Flow Comparison

NOTE: A cash flow statement is simply a document prepared to show inflows and outflows of money during a specified period. Cash flow sheets can be used to compare one period to the next as below. Items included can be absolutely anything; those included here are simply some suggestions. While you may use Microsoft Word to create a cash flow statement, you may prefer to use programs such as Quickbooks or Excel, which can automatically prepare a cash flow sheet and which have more ways of viewing and organizing your information.

Company Name:

Date Range:

Date Report Generated:

Prepared By:

INFLOWS			
Item	First Date	Second Date	Amount Difference
Wholesale Sales			
Retail Sales			
Custom Orders			
Discounted Items			
Other Sales			
TOTAL INFLOWS:			

OUTFLOWS			
Item	First Date	Second Date	Amount Difference
Returns			
Exchanges			
Trades or Barter			
Debt			
Service Fees			
Materials/Supplies			
Operational Expenses			
Fuel/Vehicle Cost			
Purchases			
Insurance			
Packaging			
Rent/Lease Space			
TOTAL OUTFLOWS:			
OVERALL TOTALS			