



Business Diagnostic and Advice for Jewellers: Pre-Session Questionnaire

What does the pre-questionnaire process involve?

When you book a session with the Industry Panel, you will receive a link to the online questionnaire as part of your booking confirmation.

We use SurveyMonkey to conduct the pre-session questionnaire, which can be accessed via any standard web browser on a computer, tablet, or smartphone.

You will need to complete the questionnaire **no later than 2 weeks before** the Industry Panel session you have booked on to. This will allow the Industry Panel time to review your responses and prepare for the session.

You will receive a copy of your questionnaire responses within 10 working days after your Industry Panel session takes place.

What is the purpose of the questionnaire and how long will it take to complete?

The questionnaire has two main aims:

- Firstly, to help you consider and reflect on key aspects of your business and practice ahead of the Industry Panel session - this will help you focus on what you want out of it.
- Secondly, to provide the panel members with information about your business and practice, and what you want out of the session - this will help them to prepare, so that the time you have with them is as productive as possible.

To achieve these aims the questionnaire covers a wide range of topics and is likely to take around 30 minutes to complete. However, we recommend spending more time considering your responses before you start the questionnaire, and this guidance will help you to do that.

We encourage you to be frank and honest with yourself about your strengths, weaknesses and needs, as this is an important part of your personal development as a business owner. The questionnaire is not a test, and there are no 'right' or 'wrong' answers – the panel is here to help you.

On the pages that follow, we have included all the questions from the online questionnaire. In SurveyMonkey, some of the questions will have multiple choice answers, whereas others will allow you to enter your own responses.

What you want from the panel session

1. What is your name?
2. What is your email address?
3. What is the name of your business or brand that you want to discuss with the panel?
4. Please summarise what this business does, or what your business idea is.
5. What are your main priorities or targets for this over next 12 months?
6. Specifically, what you want to discuss with the panel members, or what questions would you like to ask them?
7. What is the single most important thing you want to take away from the discussion?

About your business

8. Has the business or brand that you want to discuss with the panel started trading yet?
9. What year did the business start trading?
10. **Including yourself**, how many staff does the business employ? (by 'employ' we mean people for whom the company submits payroll details to HMRC).
11. Approximately what is the total value of sales by the business each year?
12. Currently, do you rely on the business for your main source of income?
13. What are the primary activities of the business?
14. Who are the target customers?
15. Please tell us a little more about your target customers.
16. Do you have a written business plan?
17. Do you want to discuss your business idea or target customers with the industry panel?

18. Do you want to improve your knowledge and skills in business planning or identifying your target customers?

About your Work

19. What product type(s) do you work with?

20. What materials do you work with?

21. Do you outsource any aspects of your product development, design or making to suppliers or freelancers?

22. Currently, how many pieces do you have available for customers to buy or order? By this we mean individual designs rather than the number of actual items you may have in stock.

23. How many collections, if any, have you launched to date?

24. What approach do you take for your packaging?

Images of your work

We would like you to upload three good quality images that are representative of your portfolio of work (e.g. a finished piece, an example of a specialist technique, a design, a render).

Your images should be:

- In focus and well-lit, enabling it to be seen in detail.
- Landscape in orientation.
- If it is a finished piece, it should be on a white background. Or, if it is a wearable piece, then please show it being worn.
- JPG, JPEG, PNG or PDF format.
- Pixel resolution at least 150pp.i
- File size between 1.5Mb and 16Mb.

For each image we would like you to answer the following questions:

25. What is the title of the piece, or what techniques/skills are being demonstrated in the image?

26. What materials are used?

27. If your image is of a piece, is it a one-off or part of a collection?

28. If part of a collection, how many pieces are in the collection?

29. If your image is of a piece, have you decided on a price?

30. If you have decided on a price, what is it?
31. If there is anything else, you would like to tell us about this piece please do so here.

About your Work (advice or feedback)

32. Which of your pieces or services tends to get the best feedback from customers or potential customers?
33. Why do you think that is?
34. Do you want to discuss your work with the industry panel? If so, please ensure you have a number of pieces available to show clearly on camera, as well as high quality images of your work to screen share.
35. Would you be interested in furthering your skills or knowledge in product design, product development, manufacturing processes, materials, or sourcing suppliers?

Pricing (products)

36. Does your business sell finished pieces? By 'finished' we mean a piece that is complete and ready to buy
37. At what price points can customers buy your finished pieces?
38. At what price point(s) do you sell the most work?
39. What price point(s) are your most profitable?
40. Please summarise how you calculate your prices.

Pricing (services)

41. Does your business provide and charge for any services? By 'services' this could include services provided as a supplier to other businesses, or a bespoke/other service for end consumers
42. Please provide some examples of how much you charge for your services, and whether these are charged at a fixed price, hourly rate, day rate etc.
43. Please summarise how you calculate your prices for these examples.
44. Which of your services are most in demand?

45. Which of your services are the most profitable?

Pricing (advice or knowledge)

46. Do you want to discuss your costing and pricing with the industry panel?

47. Would you be interested in furthering your skills or knowledge in costing and pricing?

Marketing

48. Which methods/promotional channels do you use to *promote* (not sell) your work or brand, and find new customers?

49. If your business has a website or social media, please provide the details.

50. What have you found to be the most effective way of promoting your work, brand or business?

51. Why do you think that is?

52. Do you want to discuss your branding or marketing with the industry panel?

53. Would you be interested in furthering your skills or knowledge in branding or marketing?

Sales channels

54. From which sales channels do you *sell* your products or services? i.e. where can they be purchased from?

55. Do you export or have customers based outside the UK?

56. From which sales channel(s) do you sell the most work?

57. Why do you think that is?

58. How confident and effective are you at selling in-person?

59. Do you want to discuss your sales channels with the industry panel?

60. Would you be interested in furthering your skills or knowledge in sales or selling?