

# Business Qualities Worksheet



Small businesses have a hard time attracting customers based on low prices. There are many reasons that people choose businesses beyond price. To help you get started thinking about the qualities of your business, answer the following questions:

## 1. What are some important qualities of your product or service?

What makes your product or service unique? What are your strengths?

## 2. How will customers benefit from buying your product or service?

### 3. What types of customers are you trying to attract?

This toolkit was developed by RTC:Rural under a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research (#90RTCPO002). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.

