

Owner Interview



Exercise Checklist

- ✚ Find a Business Owner to interview, Prepare ten questions, and conduct the interview
- ✚ Draft a 2-3 page summary of the interview comparing concepts from the text using PICK Analysis
- ✚ Complete a SWOT analysis for this business

Exercise Instructions

For this exercise you will need to find a business owner to interview. This can be a friend, family member, or you can contact a business owner of a business of interest and attempt to interview them. Please be mindful of his/her time and be sure to share the purpose of the interview (a class assignment) with the owner. After you select a business owner, prepare a list of ten questions you would like to ask the owner. A sample of survey questions has been provided for your convenience.

Then, take notes when you interview him/her and be prepared to use the results. In the essay, compare what you learned from the interview to concepts from our course. **Be sure to apply theories/concepts from the text throughout your paper USING PICK ANALYSIS.** In addition to the 2-3 page paper, you should conduct a SWOT Analysis of the business you chose. This assignment should be submitted in Word format, 12 point font, single spaced, 2-3 pages plus the SWOT Analysis.