

# ***Business Planning Survey***

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Do you own or manage a horse business? What type?

If not, thanks for your time but this survey is for owners or managers of horse businesses.

Have you ever tried to develop a business plan for your horse business? If yes, did you find it difficult? If no, why not?

Have you completed a written business plan?

What percentage of New Jersey horse business owners do you believe has a written business plan?

Do you believe that having a written business plan is important to the viability of a successful horse business?

Would you be interested in attending a series of workshops on how to write a business plan for horse businesses? At the end of the class, business owners will have a written business plan. Why or why not?

Do you live in New Jersey? If no, what state?

Are you male or female?

What is your age range?

What is your household income range (all income sources)?

What is your business income range (from your horse business alone)?