Business Readiness Assessment Sample

Completed Beginner Pathway Example

Essequibo Fire Pepper Sauces

DEMONSTRATION SAMPLE

FICTIONAL BUSINESS NOT AN OFFICIAL GOVERNMENT DOCUMENT

Prepared as an educational example for Guyana Business and Funding Ready

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Purpose and Result

This sample shows how a first-time Guyanese entrepreneur might complete a business-readiness assessment before preparing a funding application. It identifies strengths, gaps and next actions. A readiness result measures preparation only; it does not predict or guarantee financing approval.

Assessment item	Sample result
Applicant	Alana Persaud fictional
Region	Region Four
Business stage	Idea tested informally
Sector	Food and agro-processing
Proposed product	Two varieties of bottled pepper sauce
Requested funding	G$500,000 planning amount
Readiness score	58 out of 100
Readiness band	Developing
Primary status	Registration and market evidence required
Recommended pathway	Beginner guidance plus adviser review

Support Needs Profile

Question	Fictional response	Support action
Prior business ownership	No	Use Start With an Idea pathway
Comfort with a business plan	Not comfortable	Teach each section before requesting an answer
Comfort with financial figures	Needs help	Use guided price cost and sales calculators
Digital confidence	Moderate	Mobile forms with save and return
Preferred help	Self-service plus adviser	Offer contextual adviser requests
Preferred answer method	Typing and voice	Allow saved drafts for confirmation

Readiness Scorecard

Category	Possible	Score	Reason
Identity and contact	10	10	National ID reportedly available; copy not reviewed
Business definition	15	12	Product and location described; structure undecided
Registration and compliance	20	4	Registration TIN GRA NIS and food requirements unresolved
Market evidence	15	7	Informal interest reported; no documented interviews or pilot records
Owner capability	10	7	Product experience present; business and food-safety training needed
Use of funds	15	10	Major uses identified; current quotations missing
Financial viability	15	8	Initial estimates prepared; costs and demand not verified
Total	100	58	Developing not ready for external submission

The applicant is not penalised merely for selecting I Do Not Know Yet. Unresolved questions create learning tasks and provisional scores. Funding Ready status remains unavailable until mandatory evidence and human review are complete.

Business Definition Review

Readiness question	Sample answer	Assessment
What will the business sell	Mild mango-pepper and traditional hot pepper sauce in 150 ml bottles	Clear initial offer
Who is most likely to buy	Households small retailers market shoppers and selected food operators	Needs prioritisation and evidence
Why will customers buy	Local flavour convenient bottle and two heat levels	Assumption requiring testing
Where will it operate	East Bank Demerara Region Four	Production premises still to be approved

Readiness question	Sample answer	Assessment
How will it earn revenue	Direct retail and wholesale cases	Wholesale price and margin need confirmation

Market Evidence Review

Evidence	Current sample status	Required next action
Customer discussions	Ten informal conversations	Record questions responses and purchasing intent
Retailer interest	Two verbal expressions of interest	Obtain dated notes pack needs order size and price feedback
Product tasting	Family and community only	Conduct a structured tasting with at least thirty adults
Sales pilot	Not completed	Run a small lawful pilot and retain sales cost and repeat-order records
Competitor review	Three products observed	Record price pack size ingredients and positioning

Registration and Compliance Readiness

Item	Status	Effect on readiness
Business structure	Undecided	Select structure before registration
Business registration	Not started	Required preparation task
TIN	Not available	Obtain through proper GRA process
GRA obligations	Unknown	Confirm filing VAT and compliance responsibilities
NIS	Not currently registered	Confirm requirement before employing persons
Food-safety approvals	Unknown	Confirm premises handler inspection and product requirements
Labelling	Draft only	Verify ingredients allergens quantity producer batch and date requirements

Item	Status	Effect on readiness
Insurance	No quotation	Assess public and product liability risks

Initial Financial Readiness

Planning figure	Sample amount	Readiness comment
Owner contribution	G$75,000	Evidence of availability not yet reviewed
Financing request	G$500,000	Purpose broadly identified
Total startup requirement	G$575,000	Detailed quotations required
Retail price per bottle	G$1,200	Must be tested against customer and retailer response
Estimated direct cost	G$450	Supplier quotations and production loss required
Opening monthly sales	G$420,000	Based on 350 bottles; demand not verified
Monthly break-even estimate	400 bottles	Excludes debt repayment tax and owner drawings

Hard Stops

- Applicant identity must be available and capable of verification.
- The proposed activity and premises must be lawful and suitable.
- Mandatory programme documents must be available before external submission.
- Financial figures must be internally consistent and supported by reasonable assumptions.
- The applicant must certify the accuracy of information and documents.
- A human reviewer must approve the preparation package before Funding Ready status.

Personalised Action Plan

Priority	Action	Evidence of completion
1	Choose the business structure and complete registration preparation	Structure decision and registration evidence
2	Confirm TIN GRA NIS and food-related requirements	Official records or adviser-confirmed roadmap

Priority	Action	Evidence of completion
3	Conduct customer retailer and competitor research	Dated interview and observation notes
4	Obtain quotations for equipment packaging ingredients training and insurance	Current supplier quotations
5	Run a controlled sales pilot where lawful	Sales cost wastage and repeat-interest records
6	Update startup budget and twelve-month projection	Balanced schedules with documented assumptions
7	Submit the package for adviser review	Correction list resolved and reviewer decision recorded

Readiness Decision

Decision field	Demonstration outcome
Current band	Developing
External submission	Not recommended
Main strengths	Product experience clear initial offer and owner contribution
Main gaps	Registration compliance market evidence quotations and verified financial assumptions
Next review	After priorities 1 to 6 are completed
Funding approval	Not assessed determined only by the applicable institution

Demonstration Disclaimer

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