

## *Focus Group Session*

### *Question ideas (guide only)*

- 1. What's your business?*
- 2. How did you start?*
- 3. What's your proudest business moment?*
- 4. What challenges have you faced?*
- 5. What your 'USP'?*
- 6. What's your no.1 strength?*
- 7. What's your no.1 weakness?*
- 8. What's your most successful method of getting new business?*
- 9. What's your least successful method of getting new business?*
- 10. What's the one thing you would like someone else to do for you?*