



Women^X Business Education Application Form

Women^X is a World Bank-funded global initiative, aimed at supporting women business owners through business education, networking and mentorship opportunities. The Women^X initiative is managed by Enclude and is being delivered in Lahore by the Management Science Department (MSD) at GCU and School of Leadership (SoL).

Instructions:

- We are accepting applications on a rolling basis. The third batch in Lahore begins classes in January 2017 and the fourth batch in August 2017.
- Please do not leave any question blank. Write “N/A” where the question is not applicable.
- Only women entrepreneurs with businesses based in Lahore will be considered.
- You can submit your forms to the Women Resource Center at LCCI or fill the online form at www.womenxpakistan.com.

1. BUSINESS INFORMATION

1.1. Name of entrepreneur: _____

1.2. Date of birth? (day/month/year) |_|_|_|_|_|_|_|_|

1.3. Name of business:

1.4. Business address:

_____ City: _____

1.5. Home address:

_____ City: _____

1.6. Main telephone contact number: _____

1.7. Main email address: _____

1.8. Business Website (if you have one): _____

1.9. Business sector: Manufacturing Services Retail Farming

1.10. Please describe your business: _____

1.11. Who are your main customers? _____

1.12. What is unique about your product(s) or service(s) compared to your competitors?

Higher quality product/service

Lower price of product/service

Location of business premises

Better marketing or promotion

Other, please specify: _____

1.13. Year business was established: _____

1.14. How long have you been managing this business? _____

1.15. Are you the sole owner? YES NO

1.16. If no, please describe the ownership structure:

Co-owner with family member Other shareholders (non-family) Private Ltd.

1.17. How many employees does your business have in addition to yourself? _____

1.18. How many are:

Full-time workers _____ Part-time workers _____ Family members _____

2. PERSONAL INFORMATION

2.1. What is your marital status?

- Single/Never Married
 Widowed
 Married
 Divorced/Separated

2.2. What is the highest level of education that you have completed?

- Less than primary
 Inter/A'levels
 Class 5-9
 Graduate
 Matric/O'levels
 Post-Graduate

2.3. What were your main motivations to start a business? (Please mark the **two** main ones)

| | |
|--|--|
| Difficulties to find a paid job | |
| Availability of business opportunities | |
| Problems encountered as an employee | |
| Desire for independence | |
| In order to have a higher income | |
| To use my talents and self-confidence | |
| My parents/relatives are entrepreneurs | |
| Desire to work from my house | |
| Other (please specify): | |

2.4. Have you ever taken part in training to improve your business skills (besides school)?

- Yes No (skip 2.5)

2.5. What areas of running a business were covered by the training (multiple answers allowed)?

- a) Accounting / keeping business records **YES / NO**
 b) Marketing and/or sales **YES / NO**
 c) Staff management **YES / NO**
 d) Financial management **YES / NO**
 e) Technical training **YES / NO**

f) Other (specify): _____ **YES / NO**

2.6. When would you be willing to take part in business skills training?

Weekdays/daytime Weekdays/evening Weekend Preferred day _____

3. BUSINESS GROWTH EXPECTATIONS

3.1. What is the total value of your assets (capital)? PKR _____

3.2. What were your total sales for the past 12 months? PKR _____

3.3. What was your total profit for the past 12 months? PKR _____

3.4. What are your expectations for your total sales in the next 12 months compared to the past 12 months?

More than 10% higher More than 10% lower About the same No idea

3.5. How many employees do you expect your business to have 5 years from now? ____

3.6. What are the main constraints for your business to grow? (Please rank from 1 to 6, 1 being the biggest constraint, 6 being the smallest)

| Constraint | Score |
|---------------------------------|-------|
| Finding new markets and clients | |
| Lack of finance | |
| Lack of business skills | |
| Lack of trained staff | |
| Lack of security | |
| Other (please specify) | |

3.7. When would you consider your business to be successful? (choose the **two** main goals)

| | |
|---|--|
| Keep the business so I can continue to be self-employed | |
| Earn enough to be able to sustain my family | |
| Grow the business to be able employ more staff | |
| Increase the level of sales or profit | |

| | |
|---|--|
| Expand the number of costumers | |
| Expand the range of products and services offered | |

3.8. Where do you envision your business to be in 5 years' time?

4. HOW DID YOU OBTAIN INFORMATION ABOUT THE PROGRAM?

- | | | | |
|---------------------------|--------------------------|--------------------------------|--------------------------|
| Flyer | <input type="checkbox"/> | Social Media | <input type="checkbox"/> |
| Newspaper advert | <input type="checkbox"/> | Referral by family/friend | <input type="checkbox"/> |
| Email | <input type="checkbox"/> | Referral by other entrepreneur | <input type="checkbox"/> |
| Website (please specify): | | Other (please specify): | |

Participants will be selected on a competitive basis. Not all applicants will be selected to participate in the Women^x programme. Important selection criteria include current key indicators of the business, growth potential of the business and entrepreneurial aspirations. The selection process will include an interview with each eligible candidate. After selection, baseline information will be collected from program participants for the purposes of evaluating the programme. A limited number of graduates from the business education programme will be eligible for additional individual and group mentoring.