## Focus Group Request Form

If you wish to use the class to gather feedback on one aspect of your business, fill out this form online and send it via email to your instructor. See notes at bottom.

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| **Name** |  |
| **Class day of the week** |  |
| **Class start date** |  |
| **Date of class time requested** |  |
| **Business name** |  |
| **Business description** |  |
| **The concept you are focusing on.**  |  |
| **List 3-4 questions about this single concept.** | **1.****2.** **3.** **4.** |
| **What will you bring to class?**(For example: food or other products, promo material, etc. Depending on your questions, it may not be necessary.) |  |

**Notes:**

* You’ll have 15 minutes, so you want to make them count. Spend some time thinking about what you really want to know at the end of the 15 minutes.
* Focus your questions on only one concepts (price or name, for example), in order to use the time well. This won’t be your only focus time—you will be conducting feedback sessions outside of class as well.
* Remember that you will not be doing the talking! You’ll ask a few questions, and then sit back and listen to the answers.
* Please send an electronic copy of this form to your instructor, or bring a hard copy to class before the week you want to do your focus group.