

# BUSINESS DIAGNOSTIC

## Finances

Questions	Yes	No
Is your cash flow up to date for the next financial year?		
Have you done a year-on-year budget and evaluation for the last 3 years?		
Is there sufficient cash flow to support purchases?		
Are loans and overdrafts best available and geared to cash flow fluctuations?		
Is your credit management good and are your customers paying on time?		
Can you increase your margins, cut overheads and expenses or increase prices?		

## Core Business

Questions	Yes	No
Are sales revenues on core business growing?		
If the company has diversified in the last 3 years has the ancillary business been as profitable (or more so) than the core business?		
Do you maximise on each customer sale, e.g. with added value such as service follow-up offers?		
Are you comfortable with your market share for your core business?		
My staff are a good and continuous advertisement for my business.		
Do you regularly set and meet sales forecasts and targets?		

## Market Presence and Trends

Questions	Yes	No
How frequently do you carry out regular market research?		
Can you list what are the strengths of your key competitors products which you would like to add to your products?		
Do you have a clear statement of what is the company marketing strategy and budget, how often is this implemented and how is it measured?		
Do you have effective systems in place to maintain this market presence during slow trading periods and economic downturns?		
Do you have clear USP's and knowledge of your product areas through out the business.		
Are there systems for monitoring new business introductions e.g. referrals analysis etc?		

## Product/services and pricing evaluation

Questions	Yes	No
Are you aware of the areas where you can improve on your supply chain and sound relations with suppliers?		
Is there clear information about what levels of profit derive from each product or service?		
Is there an effective system for upgrading product and services according to customer demand and market developments?		
Is there good management financial information to support new product development?		
Are your prices competitive?		
Are you placing the right value on your products?		
Do you have regular offers and promotions?		

## Boosting efficiency

Questions	Yes	No
Do your staff have clearly defined roles and tasks?		
Have you conducted a staff satisfaction survey in the last year?		
Is staff training up to date?		
Are internal systems (computing, filing, stock etc) working effectively?		
Are there clear planning systems with effective review processes in place?		
Are you clear about your key cost generating areas?		

## Meeting Customer needs

Questions	Yes	No
What percentage of the core business do the main customers contribute?		
When was the last time you carried out a survey of customer needs?		
Is there an effective customer complaints system in place?		
Are customer queries handled in optimum time?		
Are all customer facing staff fully trained and effective?		
Are you absolutely clear about your customer needs?		

## Future trends

Questions	Yes	No
Do you have a business plan which states the company objectives for the next 2 years?		
Do the leadership have a clear written vision for the next 2 years?		
Are the company finances sufficient to cover future expansion plans and objectives?		
Are you fully equipped to keep abreast of market competition into the future?		
Do you have the right supplier relationships to support future growth?		
Are you taking advantage of all external resources available to support future growth?		

If you have more than 3 'no's in any of the sections these are the sections you need to concentrate on. For each section decide the following:

1. The first thing that you need to address expressed as a goal
2. The benefits that completing that goal will bring to your company
3. The resources that you need to implement the goal.
4. A plan with steps that are time defined as to how you will implement the goal.