

BUSINESS HEALTH CHECK



BUSINESS:

COMPLETE BY

BUSINESS STRATEGY



1	Why are you in business?	▶		
2	What business are you really in?	▶		
3	What is your competitive advantage?	▶		
4	Describe your target market.	▶		
5	What is your business strategy?	▶		
6	Where is your industry heading?	▶		

SWOT ANALYSIS

7	Strengths?	▶		
8	Weaknesses?	▶		
9	Opportunities?	▶		
10	Threats?	▶		

SALES

11	Are you happy with your sales results?	▶		
12	How many inquiries do you get a week?	▶		
13	What percentage of inquiries turn into sales?	▶		
14	Increase the times customers buy per year?	▶		
15	Increase the dollar value of each sale?	▶		

CUSTOMERS

16	Do you understand the 80/20 rule?	▶		
17	Do you know your top 20% of customers?	▶		
18	Drop the lowest 20%?	▶		
19	Do you have a database of customer information?	▶		
20	What % of your debtors are 60 or more days old?	▶		

COMPETITORS

21	List the top four in your market area.	▶		
22	What are they each doing better than you?	▶		

TECHNOLOGY

23	What technological changes are taking place?	▶		
24	Are you keeping up?	▶		

STAFFING

25	What is the quality of your staff?	▶		
26	Staff training/development requirements?	▶		
27	Do you know what your staff want from their job?	▶		

GROSS PROFIT MARGIN

28	What is your target %?	▶		
29	How to increase the margin.	▶		
30	How to decrease your costs.	▶		

CASH REQUIREMENTS

31	Do you need any more cash?	▶	
32	Capital investment over the next year?	▶	

MAJOR GOALS

33	Next month?	▶	
34	Next year?	▶	
35	Next five years?	▶	

LEVERAGE TO MAXIMUM PROFITS

			EXAMPLE	MY BUS	INCREASE	RESULTS
36 Number of Leads PA	▶		5,000			
37 Conversion Rate	▶	x	40%			
38 Customers	▶	=	2,000			
39 Transactions PA	▶	x	2			
40 Average \$ Sale	▶	x	\$ 50			
41 Turnover	▶	=	\$ 200,000			
42 Margin	▶	x	25%			
43 Profit	▶	=	\$ 50,000			

WORK LIFE BALANCE

44	Do you make enough time for your family?	▶	
45	Reduce work time and become more efficient?	▶	

KPI'S TO WORK ON

(Key Performance Indicators)

▶		
▶		
▶		
▶		
▶		

ACCOUNTING PACKAGE OPTIONS

▶	BankLink Processing	▶	
▶	Peace Of Mind Contract (Fixed Price Agreement)	▶	
▶	Other	▶	

FOLLOW UP ACTION:

▶	
▶	
▶	
▶	
▶	
▶	

Date:

CALL US TO ARRANGE FOR AN IN DEPTH DISCUSSION ON YOUR BUSINESS 09 535-4324

DISCLAIMER: This Business Health Check is designed as an overview of your business, and is not intended to answer all your business problems. It is more a list of questions designed to make you think about your business and find your own solutions.