



ASSIST
WITH SOLUTIONS

TM

business
diagnostic



IT'S YOUR BUSINESS : A SELF DIAGNOSTIC

1 Is your business working for you (or are you working for it?)

1.1 How many hours do you work?

1.2 What would happen if you were run over by a (proverbial) bus?

1.3 Are you earning an adequate return for your time?

1.4 Do you take enough holidays?

1.5 Do you have a long term plan for your business?

- Run as a lifestyle business?
- Grow and exit?
- Grow and pass on to someone (family)?

If you are happy with your answers ...great. If not, complete the questions below to help identify how you might improve your business!

2 Management / People

2.1 Is the business dependent on you?

2.2 Do you have an organisation chart showing clear responsibilities?

2.3 Do you have a written business plan and clear operational targets?

2.4 Do you have a plan to scale your business?

2.5 Do you have the personal management experience to manage your business and it's growth?

2.6 Do you have trusted advisers to help you make the right decisions in the business?

- Non executive directors/mentor/ business adviser
- Financial adviser
- Legal adviser
- Human resource adviser
- Sales and marketing adviser

3 Sales and Marketing

3.1 Do you have dedicated sales and marketing resources?

3.2 Do you have clear sales targets and a method of monitoring them?

3.3 Do you have a clear idea of how you will generate new business leads and win new business?

3.4 Do you know exactly what your competition are doing or planning to do?

3.5 Do you have a plan for retaining existing customers and extending your business with them?

3.6 Do you have a written marketing plan and have you explicitly allocated resources to these activities?

- Do you have collateral such as brochures and product information etc?
- Have you evaluated advertising in directories, guides or publications?
- Do you have a website and does it generate business?
- Have you evaluated whether you should be present on social media?
- Have you considered other media types such as video?
- Do you utilize the press for PR?

4 Business Finances

4.1 Are you happy with your current level of profitability?

- Would more revenue improve the profitability or would new costs cut in to prevent this?
- Are cost savings possible to increase margins?
- How consistent have profitability levels been and how do you see them evolving in the future?

4.2 Is your business liquidity OK?

- Do you know your debtor days?
- Do you have reliable cash flow forecasts?
- Do you have an effective credit

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- management system?
- Are you paying your creditors promptly?
- 4.3 Are you happy with your current financial management and Control?
- Are you getting the information (monthly?) you need to manage the business?
 - Do you have your own dedicated financial resources?
 - Do you have the right external financial
 - Do you have a financial system which supports the management of your business and not just the accounts?
- 4.4 How often do you negotiate with your financial suppliers?
- Accountancy
 - Banking facilities
 - Banking fees

5 Operations and Logistics

- 5.1 Manufacturing
- Have you actively evaluated the in house versus outsourcing options?
 - Have you put your existing suppliers to tender recently?
 - Do you have a quality control system and manager? ISO 9000 or equivalent?
 - Do you actively seek and act on customer feedback?
- 5.2 Services
- Do you have a project management methodology and a service delivery framework?
 - Do you have a project costing system?
 - Do you have a risk management system?
 - Do you have a services management system such as time sheeting/ utilization management?
 - Do you have a skills register?
 - Do you have expertise at managing sub-contractors?
- 5.3 Retail
- Have you evaluated ecommerce and bricks and mortar approaches?
 - eBay marketplace and Amazon shop fronts?

- Are you mainly local or national and does your marketing reflect this?
- 5.4 Logistics and distribution
- Have you evaluated in house and outsourced approaches?
 - Have you put your suppliers to tender recently?
- 5.5 IT and Systems
- Do your IT systems adequately support your business?
 - Have you put your IT suppliers to tender recently?
 - Have you actively considered “cloud computing” as means of reducing your costs?
 - Have you looked into the implications of mobile computing and the mobile workforce?
 - How do you stack up against your competitors with the adoption of new technology? Do you know?

If you are happy with where you stand after asking yourself the above questions... that's good!

If not, and you would like to chat them over, then please feel free to get in touch for an honest and straightforward discussion.



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We will be with
you every step
of the way

