

Quick Business Self-Assessment



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In order to be successful, profitable and long-lasting, every business needs to be effective, productive and deliver sustained improvements. Systems, processes and standards can become outdated or ineffective over time and as a result, businesses require regular check-ups to ensure current procedures are at their optimum.

This quick business self-assessment will give you a brief indication of where your business currently is.

Instructions: Give yourself a score from 0-5 for each of the following questions;

5 Agree completely, 4 Agree mostly, 3 sometimes, 2-1 rarely, 0 never

TIME	Score
There is enough time in the day to get all the things done I need to.	
I am currently working my ideal hours in the business.	
I am confident that my business runs well and maintains sales targets/profits in my absence. I can plan and cover holidays/days off easily.	
I am happy with my work /life balance and can give enough time to the people important to me in work and outside of it.	
I have enough time available each week in which to focus on long term business goals and objectives: developing new business development, maintaining contact with existing customers, improving systems and procedures.	
TOTAL	_____ / 25

MARKETING	Score
We have a clear and detailed marketing plan in place.	
We know exactly who our ideal target market of customers are, and we tailor our marketing activities appropriately.	
We measure the number of new customers we get & where they come from.	
We have a strategy in place to ensure that most of our new customers are converted in to repeat customers.	
We spend at least 10% of our resources and time working ON developing the business rather than IN the business.	
TOTAL	_____ / 25

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MONEY	Score
The business is regularly making the profit required to achieve my goals.	
The cashflow projections for my business are good for the next 12 months, and have been steadily improving each year.	
There is a marketing budget in place and our advertising and marketing investments regularly return at least 3 times our costs.	
We have an ongoing source of new customers and a high retention rate of existing ones.	
We receive a high number of customer referrals, and so no longer need to invest much time or money actively seeking out new clients.	
We invest money into ongoing improvements & team development, to focus on building the business.	
TOTAL	_____ / 30

TEAM	Score
My employees work well together as a team & take pride in their work.	
My team know and embrace our businesses vision, because I regularly communicate it to them.	
All our employees provide the same high standard of customer care and service consistently, and our customers' expectations are always meet.	
My customers know and appreciate our business vision, because as a team we communicate it to them, act accordingly and meet our promises.	
I get my employees opinion on any changes I make in the business, and respect their input.	
I regularly communicate with my employees regarding performance and our business goals, and they have clear accountabilities and procedures to follow.	
TOTAL	_____ / 30

LEADERSHIP	Score
I possess a clear vision of where the company is going and have written it out in detail.	
Responsibilities are delegated effectively and employees are empowered to make effective decisions quickly and decisively.	
We embrace the philosophy of "There is no failure, but only feedback" and measure and monitor the results of everything new that we try, learn from our failures and keep doing what works well.	
We are open-minded, proactive and we pursue new ways and means of growing our business.	
TOTAL	_____ / 20

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Business Health Check Summary	Score
Time	/ 25
Marketing	/ 25
Team	/ 30
Money	/ 30
Leadership	/ 20
GRAND TOTAL	_____/ 130

What your score indicates-

101-130

Fantastic! Congratulations, you are clearly very business savvy and if you answered honestly then your business is likely to be both profitable and providing you with a nice quality of life as well. Are you still ambitious to be achieving more and growing further, and do you have an “exit strategy” in place that you are working towards i.e. to expand, duplicate, license, franchise or sell? If not, now’s the time to start thinking about that! We are happy to advise you on what option would best suit your goals and objectives.

Keep up the great work, and keep doing all the effective things that got you to this successful place.

76-100

Good work, obviously you are doing well in some areas, and most likely have some gaps in expertise or attention in others.....did one area of the quiz clearly score much worse than the others? If it’s only one then that is probably easily fixed with some expert advice or extra training in that aspect.

If it’s more general then you seem to have a sound business vehicle that could become a lifestyle creating, financial freedom deliverer with some tweaking.....we can help you rapidly achieve your dreams!

55-75

More worrying.....are you financially stressed, time stressed, staff stressed or all of the above?

A common problem is to be doing well profit wise but being rather a slave to your business in the way of how much time involvement is required from you due to a lack of good staff and systems..... If that sounds like you the great news is that you are in a perfect place to turn that around rapidly, with the right help.

If a lack of sales and customers to consistently deliver your required profits is what’s missing, then again take heart; as long as you offer a quality product or service, are motivated to improve your circumstances and have the resources in place to cope with an increase in demand, we can help you to quickly increase your turnover.

Through identifying these specific areas for development in more detail, and implementing our effective business strategies we can help you to achieve increased performance in the relevant areas quickly and sustainably.

Less than 55

Clearly this can’t continue for much longer! Do you honestly have a sound business vehicle or are you literally trying to flog a dead horse? If you want to see the sunrise but you’re heading towards the west, no matter how fast you run you’re never going to get there.....

This is a time to take stock and clearly consider your best available options. Our Business in-depth business health check has been specifically designed to quickly discover how your current circumstances can best be turned around.....

**CALL James on 07810 098452 or email James@cenahospitality.com
today to book your FREE no obligation consultation**