

Needs Analysis for BUSINESSBOX

Company:

Name:

Phone:

Email:

How many staff do you have (including yourself)

To the nearest \$10-\$100k, what is your annual turnover

How long has your company been running

Our scale is 1-10. 10 is best, 1 is worst. We ask you to rate yourself on your current understanding

There are no wrong answers. The numbers given are an indication on how much you think you can improve

	Before	Aft
Business Plan	0	90
Out of 10, how clearly do you understand your Unique Business Advantages		10
How clear are your 12 - 36 month goals		10
Out of 10, how clear are you on your target audiences		10
How well do you know your competition		10
Please rate how well you know your company strengths		10
Please rate how well you know your weaknesses		10
Please rate how well you know your opportunities to utilise in the next 12 months		10
Please rate how well you know your threats		10
How clearly can you define your business vision		10
Marketing/Advertising	0	60
Out of 10 please rate your current marketing activities		10
How well do you believe you are collecting results from your marketing		10
10 being highly profitable, 1 being costly - how profitable is your marketing		10
How would you rate your understanding of good vs bad advertising		10
How clearly have you defined your image and brand		10
Out of 10, please rate your current marketing plan		10
Sales	0	70
How well would you assess you handle inquiries		10
How well do you believe you cross sell your customers		10
how well would you assess you up sell your customers		10
How clear is the sales process your staff carry out		10
How effective is your staff training in sales and marketing		10
How well do you monitor and track your sales		10
Rating out of 10, how effective do you believe you are at converting inquiries to business		10
Technical	0	60
Please rate in general, how productive your company staff are		10
Please rate your Health & safety standards out of 10		10
Please rate your current implementation of systems and quality assurance		10
Please rate your companies implementation of internal & external training programs		10
Please rate your company implementation of sustainable practises		10
Please rate your staff technical knowledge		10
Service Delivery	0	50
How well would you assess your company utilises its premises		10
How would you rate your companies physical delivery standards		10
How effectively does your company cross sell after a sale has been made		10
How clear is the process for delivering your product/service after the sale has been made		10
How effectively do you gather feedback& train your customers for utilising your products/services		10
Account Management/Database	0	50
Please rate out of 10 how effectively and consistently you communicate with your database		10
How well do you communicate your marketing promotions to your database		10
Out of 10, how up to date and easily accessible is your database		10
How aware are you of your database, & your database's activity		10

Out of 10, how happy are you with your loyalty program

	10
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Financials

Out of 10, please assess your budget (1=don't have one, 10=monthly assess)

0	50
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Please analyse how aware of your weekly and monthly cashflow for 12 months you are

	10
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How up to date are you with debtors and creditors (1=unaware, 10= on top of all situations)

	10
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What information do you monitor and report monthly in regards to your finances

	10
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How well do you monitor your finances against your business goals and focuses

	10
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Management

What information do you report on monthly

0	60
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What meetings do you have on a regular basis

	10
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How often do you assess and utilise your cureent business plans

	10
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Out of 10, please assess how clear the job descriptions are for you all of your staff

	10
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How effective is your businesses time management

	10
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How well do you plan a weeks activity for business

	10
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0	490
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Business Culture

Have you clarified the culture and mission of your business?

y/n	<input type="checkbox"/>
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Are you clear on the values and characteristics of your business?

y/n	<input type="checkbox"/>
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Induction Processes

Do you have processes for integrating new staff into your company?

y/n	<input type="checkbox"/>
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Do you have clear structure and systems in place that current staff need to adhere to?

y/n	<input type="checkbox"/>
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Do you revisit your systems with staff on a semi regular basis?

y/n	<input type="checkbox"/>
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Communication Systems

Do you have in place regular staff meetings

y/n	<input type="checkbox"/>
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Do you have in place regular management & planning meetings

y/n	<input type="checkbox"/>
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Do you have in place easy avenues for communication within your company?

y/n	<input type="checkbox"/>
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Technical Development

Do you have in place a plan for developing skills within your business?

y/n	<input type="checkbox"/>
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Do you have mentoring/buddying/apprentice programs within your business?

y/n	<input type="checkbox"/>
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Do your staff have regular training?

y/n	<input type="checkbox"/>
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Staff Development

Do all staff have a detailed job description?

y/n	<input type="checkbox"/>
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Do staff understand their importance in your business?

y/n	<input type="checkbox"/>
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Do you have semi regular meetings with staff to help develop their careers?

y/n	<input type="checkbox"/>
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Do you understand individual motivations of your staff?

y/n	<input type="checkbox"/>
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Retention & Incentives

Do you have in place strategies for retaining quality staff

y/n	<input type="checkbox"/>
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Do you have in place strategies fo incentives for staff?

y/n	<input type="checkbox"/>
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Productivity controls

Do you have in place controls for the productivity of business?

y/n	<input type="checkbox"/>
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Do you have objectives in culture & productivity to help your business grow?

y/n	<input type="checkbox"/>
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Staff Management

Do you regularly spend enough managing staff to create a quality culture?

y/n	<input type="checkbox"/>
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Do you have management/leadership training programs in place?

y/n	<input type="checkbox"/>
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Is your company time management acceptable for your growth?

y/n	<input type="checkbox"/>
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Do you have suitable strategies in place for implementing changes in place (structure/strategy)

y/n	<input type="checkbox"/>
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