

# Business Review

Welcome to the enjoy!coaching Business Health Check, designed as a self help questionnaire to help business leaders pinpoint areas of their business which may need some attention.

Together, the 6 sections included here (Proposition, Purchasers, Promotion, Processes, People, Profit) cover the essential elements of any successful business. You can simply download the questionnaire in PDF format for completion in your own time or complete the form online and save it.

If you have scored 3 or less for any of the questions then we recommend that you consider whether addressing that area will add greater value to your business.

If you would like to explore how enjoy!coaching can help your business through it's mentoring, coaching or change facilitation services then email us at :

[support@enjoycoachng.co.uk](mailto:support@enjoycoachng.co.uk) (attaching a copy of your completed questionnaire if you wish) or

Phone us on [0870 742 4458](tel:08707424458) to arrange a **FREE** consultation



# Business Review Questionnaire

This questionnaire examines the health of your business in 6 key areas : Proposition : Purchasers : Promotion : Process : People : Profit. Read each question and allocate a score between 1 and 5 for your business according to how satisfied you are with your businesses performance against each question : 5 = Totally satisfied 1 = Totally dissatisfied

Proposition		1	2	3	4	5
1	Do you have a clear vision of where you want your business to be in 1 / 2 / 3 years time					
2	Have you defined the markets you want to be in and what size you want your business to be					
3	Do you have a detailed financial 1 – 3 year plan outlining how you expect your business to grow					
4	Do you have clearly defined Unique Selling Points for your products or services					
5	Can you describe your business to a stranger in ONE SENTENCE					
6	Do you offer your customers clear promises and guarantees that differentiate you from your competition					
7	Do you have clearly defined business, people and environmental values					
8	Are your values visible in all of your business activities and your internal and external communication					
9	Do you have a clear understanding of your business strengths, weaknesses and opportunities					
10	Do you have a clear understanding of the needs of your investors and shareholders					

Purchasers		1	2	3	4	5
1	Can you describe exactly who your customers are your and where to find them					
2	Do you understand your customers wants & needs and how your products and services meet them					
3	Do you have clearly laid down customer service and quality standards against which your customer delivery is measured					
4	Do you fully understand what customer transactions & spend per head your business has to deliver to achieve your objectives					
5	Do you have a comprehensive database of lapsed, potential or existing customers and use this to communicate to them					
6	Do you understand who your competitors are and regularly review what they offer and how you compare					
7	Do you regularly check your customer feedback & satisfaction levels and respond to problem areas					
8	Are customer complaints dealt with promptly and courteously					
9	Do your promotional materials reflect your Unique Selling Points and Company values					
10	Do you regularly research your customers views to identify any changes in their preferences or tastes					

Promotion		1	2	3	4	5
1	Do you have a written down sales, marketing, networking and PR plan and budget showing how you intend to achieve your objectives					
2	Do you have a defined pricing strategy designed to achieve the margin you require					
3	Do you have a clear “business identity” in all your promotional material which reflects your company image					
4	Do you offer incentives to attract customer response and purchase					
5	Are your products and services and their benefits clearly detailed on an interactive web site which captures customer details					
6	Do you have a system for capturing and following up all customer enquiries					
7	Do you regularly communicate with your existing customers (email / newsletter etc) to update them and seek new business					
8	Do you encourage all your staff to sell and set clear sales targets for the team					
9	Do you have an active referral system designed to obtain leads from your existing customers					
10	Do you monitor the impact of your marketing , promotion and PR spend					

Process		1	2	3	4	5
1	Do you have clearly laid down operating procedures for service, quality and financial control in your business and measure them					
2	Are all of the procedures in your business customer and quality focussed					
3	Is your business easy to communicate with and do business with					
4	Do you have a “continuous improvement” programme running in all departments of your business to improve processes					
5	Do you consult your people before making changes to policies and procedures which will affect them					
6	Do you design your procedures by putting yourselves in your customer’s shoes					
7	Do you have a clear IT plan which supports your business objectives					
8	Do your systems empower people to make decisions and use their best judgement when problems arise					
9	When things go wrong do you take the time to find out exactly what went wrong and fix it rather finding someone to blame					
10	Do you regularly benchmark or compare your processes with those of similar businesses					

People		1	2	3	4	5
1	Do you have a detailed organisation structure showing clear lines of communication & responsibilities					
2	Have you identified key competencies for each job and do you use these as the basis of all team recruitment and training					
3	Does every member of your team have goals and action plans related directly to your business vision and values					
4	Are your people fully empowered and resourced to make decisions rather than being constantly directed and chased by management					
5	Do your managers lead by example and behave in accordance with your business values					
6	Do you have a formal process in place to communicate to, listen to and respond to your people					
7	Are the training and development needs of your employees regularly assessed and the training required delivered					
8	Do you have a reward system which rewards people in line with their performance and your business success					
9	Do you measure the behavioural as well as technical competence required from your people					
10	Do you promote teamwork and cross functional co-operation across your business					

Profit		1	2	3	4	5
1	Do you have a clear business model which outlines the key sales and cost drivers in your business					
2	Do you have a clear financial budget with weekly or monthly sales and cost targets and do you measure performance against it					
3	Do you monitor your stock levels and can these be reduced by changing your business model					
4	Do you understand how the profit margin of all your products is generated and can this be done more efficiently					
5	Do you closely monitor the cash flow performance of your business and regularly reconcile your bank balances					
6	Do you have a clear system in place to control and reduce all your expenditure (revenue & capital)					
7	Do you regularly monitor and control all your supplier costs					
8	Are Creditors and Debtors in your business tightly controlled					
9	Do you regularly review your pricing and profit margins and monitor the effects of external cost increases					
10	Are all your invoices accurate, sent out on time and collection monitored					

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