



BUSINESS HEALTH CHECKUP

SCORE, "Counselors to America's Small Business," is pleased to provide you with this Business Health Checkup form. The brief questionnaire is designed to help you determine if you need to address key issues to keep your business healthy. SCORE is a nonprofit association of working and retired business professionals dedicated to providing NO-COST, personalized, and CONFIDENTIAL advice to small business owners like you.

Financial Questions

1. Has cumulative cash flow been positive for the last 12 months?
 Yes No
2. Is your gross margin (gross profit/revenue) higher than last year?
 Yes No
3. Is your operating margin or earnings before interest and taxes (operating profit/revenue) higher than last year?
 Yes No
4. Is your net margin or return on sales (net profit/revenue) higher than last year?
 Yes No

Market Questions

1. Is the overall market for your type of product or service growing?
 Yes No
2. Have you gained market share in the last year?
 Yes No
3. Are this year's sales better than last year (YTD)?
 Yes No

Customer Questions

1. Have fewer than 10% of your customers gone to a competitor in the last year?
 Yes No

(Cont'd on other side)

2. Are at least 80% of your customers paying on time?

Yes No

Employee/Management Questions

1. Have all your key employees remained with the company during the last year?

Yes No

2. Do you feel you have the necessary talent among your employees to continue to operate effectively?

Yes No

3. Do you systematically stay on top of changing customer needs or tastes, new competitors and other key issues through networking or communication with customers?

Yes No

4. Are you prepared for these changes?

Yes No

5. If you weren't in the business you're in, would you enter it today?

Yes No

6. (OPTIONAL) Are there any other key measurements you follow in your particular business?

Key Measurement _____

Are you doing better than last year?

Yes No

Key Measurement _____

Are you doing better than last year?

Yes No

7. Do you think your measurement tools are adequate?

Yes No

*You may want to investigate the root causes of any "No" answers.
We invite you to visit our web site at <http://www.scorewilliamsburg.org/> or contact us at
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