

Innovate. Grow. Access Capital.



Business Fitness Check-Up

This business check-up was created to help you think about your business objectively. Find out how you rate by answering the questions below.

Scoring: Give yourself 1 point for each Yes question.

- Is your customer base diverse with no one customer dominating revenue?
 - Do you have strong customer retention?
 - Is your sales force delivering a consistent message about your product or service?
 - Have you created or updated your marketing plan in the last year?
 - Are you fully utilizing social media appropriate to your business?
 - Are your systems/processes working efficiently?
 - Are products and/or services delivered on time?
 - Is your business keeping up to date with the latest technology to serve your customers?
 - Does your company have a healthy profit in comparison to your industry?
 - Do you have an annual budget that is monitored monthly through your Profit and Loss statement?
 - Do you use your Balance Sheet to make management decisions?
 - Is cash flow sufficient to stay current with vendors?
 - Do you have a low employee turnover rate?
 - Do your employees have measurable goals?
 - Have you created or updated your strategic plan in the last two years?
 - Does your staff or team understand your strategy and direction over the next three years?
 - Are you implementing your plans (financial, marketing, strategy)?
 - Do you have a source for sound advice outside of your organization such as a mentor, advisory board, consultant or peer group?
 - Are you using free or low cost community business services such as SBDC, Michigan Works, Chamber, Community Colleges?
 - Overall, are you satisfied with the current results and/or profitability of your business?
- Other concerns or questions (optional) _____
- _____

_____ **Total**

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16-20 Looking good! Congratulations! Your organization is on solid ground and positioned for the future. Let us know if we can offer resources to help your business grow.

11-15 Great progress! You have a lot of things in place, but it wouldn't hurt to get some outside assistance. We may have services and resources that can help you on this journey.

6-10 You might be busy working *in* the business not *on* the business. This is a common challenge when you are growing. A little outside assistance might be just what you need.

1-5 Depending on the size of your business and your expectations for growth, you may benefit from assistance with planning and putting some processes in place. Let us connect you with some resources. The following survey was created by the Michigan SBDC and the Chamber of Commerce. It is used to assess general strengths and weaknesses of your business and connect you with the right resources at the right time. It is not meant to predict the potential outcome or future of your business.