

Business Improvement Checklist.

This document is intended to show the basic steps that I would take on getting involved with a small business. Naturally every business has industry specific elements that also need consideration.

Understand the business and market.

Get a feel for the industry, the business potential and competitors. How does this business compare with others in the same market? What sets it apart from the rest and is this a negative or positive difference.

The people.

Are the right people doing the right tasks? Is every person fully occupied or could they be adding to the business in some other way? Is there a corporate ethos and do all staff buy into it? What is the staff attitude, positive or negative towards the company? What is the company attitude towards the staff?

The environment.

Is the working environment conducive to good productivity, if not then how can we address this.

Debtors.

How quickly are invoices being generated, are they immediately produced and delivered following goods or a service. Are payment terms strictly enforced, and if not why not? It is your money; don't be hesitant to demand it.

Creditors.

What commitments and borrowings exist, can these be rationalised or renegotiated.

Internal systems.

Do all internal systems work, for example does business suffer because the computer network keeps going down? What do these systems cost to maintain and can it be done differently? What about the phone system?

External presence.

Does the company website portray the right impression and more importantly, does it bring in business and enquiries?

Marketing.

Business marketing has dramatically changed over the last few years, has the company embraced digital marketing or is it still putting money into old channels?

Sales.

What are the issues here and how can we improve this area?

