

Internal Assessment

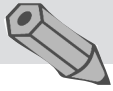
Evaluate your business's internal strengths and weaknesses using the statements below. Answer those that apply to your business. Add additional statements that are important to your specific business.

Decision Making and Planning	Yes	Needs Improvement
My business has a formal process to identify business opportunities, potential risks, and pitfalls.	<input type="checkbox"/>	<input type="checkbox"/>
Goals are written and systematically reviewed by key management team members.	<input type="checkbox"/>	<input type="checkbox"/>
Success factors are tracked and measured against business plan projections.	<input type="checkbox"/>	<input type="checkbox"/>
I use the planning process to ensure that all aspects of my business work together and support the overall goals of the business.	<input type="checkbox"/>	<input type="checkbox"/>
I have an exit strategy in place that meets my personal and financial goals.	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

Product/Service	Yes	Needs Improvement
I know why customers choose to buy my product/service over someone else's.	<input type="checkbox"/>	<input type="checkbox"/>
I know the benefits my customers believe they receive when they purchase my product/service.	<input type="checkbox"/>	<input type="checkbox"/>
I am well aware of my product/service limitations.	<input type="checkbox"/>	<input type="checkbox"/>
I have identified and protected all intellectual property of my business.	<input type="checkbox"/>	<input type="checkbox"/>
I know the potential liabilities of my business and have taken steps to minimize them and protect my business from them.	<input type="checkbox"/>	<input type="checkbox"/>
I have a written plan in place to provide sufficient production capabilities to meet my projected needs.	<input type="checkbox"/>	<input type="checkbox"/>
I am aware of and comply with all laws and governmental regulations that apply to my business.	<input type="checkbox"/>	<input type="checkbox"/>
I use pricing strategies for my product/service to achieve my marketing and financial goals.	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>



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Marketing	Yes	Needs Improvement
I manage my business to distinguish it from competitors.	<input type="checkbox"/>	<input type="checkbox"/>
My business's core competencies create a competitive advantage in the market.	<input type="checkbox"/>	<input type="checkbox"/>
I know which market differentiators my competitors use.	<input type="checkbox"/>	<input type="checkbox"/>
I have clearly defined marketing goals and objectives for the year.	<input type="checkbox"/>	<input type="checkbox"/>
I have identified my target market and know who is most likely to buy from me.	<input type="checkbox"/>	<input type="checkbox"/>
My company has a distinctive brand that is communicated consistently to the market.	<input type="checkbox"/>	<input type="checkbox"/>
I have customer service strategies in place to turn a first-time sale into a long-term customer.	<input type="checkbox"/>	<input type="checkbox"/>
My distribution channels allow me to grow and achieve business goals.	<input type="checkbox"/>	<input type="checkbox"/>
I use an effective mix of advertising, promotion, and publicity to promote my product/service.	<input type="checkbox"/>	<input type="checkbox"/>
I evaluate the effectiveness of my marketing plan on a regular basis.	<input type="checkbox"/>	<input type="checkbox"/>
I know the return-on-investment of my marketing activities.	<input type="checkbox"/>	<input type="checkbox"/>
All of my proposed marketing activities are listed on an annual schedule.	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>
Management and Organization	Yes	Needs Improvement
I spend most of my work time on high-priority tasks that drive my business results.	<input type="checkbox"/>	<input type="checkbox"/>
I have a clear vision for my company and communicate it regularly to my employees and contractors.	<input type="checkbox"/>	<input type="checkbox"/>
I use outside mentors, advisers, and coaches to continue to learn and grow as a leader.	<input type="checkbox"/>	<input type="checkbox"/>
My employees and I have a clear idea of what we want to accomplish. Written job descriptions clarify roles.	<input type="checkbox"/>	<input type="checkbox"/>
I have recently examined my management structure to determine if it is meeting my needs.	<input type="checkbox"/>	<input type="checkbox"/>
My employees are as motivated and energized as they can be. They enjoy coming to work. I enjoy coming to work.	<input type="checkbox"/>	<input type="checkbox"/>
My employees and I have the skills and knowledge needed to perform our jobs and make good decisions.	<input type="checkbox"/>	<input type="checkbox"/>
My employees are able to work on their own with minimal supervision from me and my managers.	<input type="checkbox"/>	<input type="checkbox"/>
My contractors and vendors are doing superior work, doing it in a timely manner, and providing good customer service.	<input type="checkbox"/>	<input type="checkbox"/>
My company follows socially responsible business practices.	<input type="checkbox"/>	<input type="checkbox"/>
My legal form of organization is the best choice and minimizes tax and legal liability.	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>



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Operations	Yes	Needs Improvement
I have documented the processes in my business.	<input type="checkbox"/>	<input type="checkbox"/>
I have controls in place to assure the safety, security, and quality of control of my business and its products/services.	<input type="checkbox"/>	<input type="checkbox"/>
I have key measurements that I monitor on a monthly basis.	<input type="checkbox"/>	<input type="checkbox"/>
I have my duties clearly outlined to make sure I complete my responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>
I provide ongoing training for all employees.	<input type="checkbox"/>	<input type="checkbox"/>
I have and use the technology necessary to drive current business functions.	<input type="checkbox"/>	<input type="checkbox"/>
I have a technology growth plan.	<input type="checkbox"/>	<input type="checkbox"/>
I have a risk management strategy.	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>
Financial	Yes	Needs Improvement
I monitor my profitability and cash flow on a regular basis.	<input type="checkbox"/>	<input type="checkbox"/>
I can interpret the financial ratios for my business and use them to measure my performance.	<input type="checkbox"/>	<input type="checkbox"/>
My employees understand the financial goals of the business and know if we are achieving them.	<input type="checkbox"/>	<input type="checkbox"/>
I have established a good business relationship with a banker, accountant, insurance agent, and financial adviser.	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>
Other (List additional areas that affect the success of your business.)	Yes	Needs Improvement
	<input type="checkbox"/>	<input type="checkbox"/>