



BIG Businesses' International Growth

Increasing the digital international business management skills among SMEs

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www.businessesinternationalgrowth.eu



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IO3 - Check Up

QUESTIONNAIRE

What is the Company Check Up



The health of your business is a reflection of how well you manage all aspects of your operation. Smart business owners know they can avoid problems by keeping aware of the many elements that can affect growth and success.

This questionnaire is designed in order to make you review your business from a high level viewpoint and see where you need to make some changes or invest in key sectors and skills, so your business stays on its way to success.

The questionnaire contains 40 questions and covers four main aspects that may affect your business health: management, marketing, financial and legal, and human resources. In a healthy business, these four areas must be in balance.

How to complete it



- Give yourself a rank out of 10 for each question and write your answer in the place provided.
- The ranking of **1 is the weakest**, ranking of **5 is the midpoint** and the ranking of **10 is the strongest**.
- If any question does not match your business, you can leave the space empty.
- At the end of the questionnaire count your total score and write it in the place provided.
- If you are unsure with some responses, ask your team.
- Once you've completed your questionnaire and identified the necessary areas your business needs attention, prioritise your new goals.
- Use the "Next Step" template, with the guidance of an expert or advisor and identify the main areas for your business to be addressed.

PERSONAL INFORMATION

Policy Disclaimer



This research is conducted as part of the B.I.G project, which aims to increase the digital, international, business, and financial management skills of 80 workers of small companies functional to define the correct and sustainable planning of digital, international company projection.

The result of this research will be used for academic purposes only. Your responses will remain completely confidential.

Company's Name:

Company's Website:

Participant's Name:

Position:

Email:

QUESTIONNAIRE

MANAGEMENT

Your company has a clear business plan with clear direction, aims and strategy.	
Your company always keep a business plan updated.	
Your company's business plan is flexible enough to adapt to changing markets.	
Your company can realise in time the gaps in the business organisation.	
Your company has a strategic plan for long term goals.	
Your company has an operations plan which details the how-to of your day-to-day activities.	
Your company has all legal agreements up to date eg. Shareholder, employment, supplier, customer, distribution, insurance agreements etc.	
Your company has a completed SWOT analysis document.	
Your company does monthly meetings to review your results and innovate new strategy.	
Your company has an advisory team of business professionals, including a lawyer, banker, accountant and others who can offer an expert option when needed.	

QUESTIONNAIRE

MARKETING

Your company has a written marketing strategy.	
Your business has a marketing strategy which reflects current methods of attracting business.	
Your company uses more tech-oriented advertising methods, e.g. Google ads, social media ads, etc.	
Your company has a social media marketing plan.	
Your brand suits the current environment.	
Your company has identified your niche markets and have a clear go to market strategy.	
Your company has a clear point of differentiation from the competitors which can be demonstrated clearly and is known in the market.	
Your company is reaching the right customers and meeting their needs.	
Your company has an effective CRM (Customer Relationship Manager) tool that is up to date and integrates with the marketing platforms seamlessly.	
Your company's pricing of products and services matches your customers and market position.	

QUESTIONNAIRE

FINANCIAL & LEGAL

Your company has an accounting system.	
Your company has financial statements in order.	
Your company has a key financial plan in place that mitigates financial risk of failure.	
Your company does an annual check of the current set of financial statements and compare them to previous years.	
Your company does monthly check of financial statements and knows the key drivers for the business.	
Your company can clearly identify the main streams of revenue.	
Your company does a good job at monitoring receivables and customers' payment behaviour.	
Your company has a good system in place to prevent frauds.	
Your company has business licences, permits and leases up-to-date.	
Your company is familiar with labour law and employment standards.	

QUESTIONNAIRE

HUMAN RESOURCES

Your company has clearly defined roles and responsibilities for employees.	
Your company has a written human resources policy guide, e.g. documenting the policy from conduct, vacation, entitlement, hour of work, compensation practices, consistent and compliant practices.	
Your company provides the right mix of salary, benefits, rewards, meaningful work and recognition and a healthy environment for the employees.	
Your company provides expert training for your management team.	
Your company provides training and personal development opportunities to employees.	
Your company's leader keeps itself current on effective ways to lead and manage.	
Your company's managers are excellent at building teams and managing poor performances.	
Your company has the right people in the right jobs.	
The last employee your company hired was a great fit.	
Your company has a clearly documented induction program for new staff.	

WELL DONE!

Calculate your total score:

Where does your business rank on the Business Check Up?

Successful 350-400

Very good 300-349

Surviving 200-299

Struggling 100-199

Very bad 0-99

What does your Business ranking mean?

Successful

Congratulations, your company is very well on the path to achieving its vision. Your company is well structured and is continuously investing in people, technology & systems. At this stage development of new product or services or a strategic acquisition may be on the first priority.

Very Good

Your company is going very well at this point. With a bit more investment into some key areas, your company could easily move into the thriving rank and take advantage of greater strategic growth opportunities.

Surviving

Your company seems to be doing ok but has much more potential to be improved in many areas. Your company needs to shift out of survival mode and identify what areas are going to have the greatest impact for business growth and return on investment by getting some guidance.

Very Bad

Your company is probably missing opportunities because has not invested in the right areas and skills to achieve a competitive advantage and grow. It's a stressful place to be. Your company can move out of this stage with the right guidance and help from experts.

Potentially Fatal

This is an extremely stressful stage. Your company may have a lack of critical resources. Your company needs a clear business plan and guidance from an expert in order to get turned around and profitable.

THE NEXT STEPS

Action brings results!

Once you've completed your check-up and identified challenges of your company, make a plan and prioritise the new goals.

The long-lasting and effective changes tend to be those that will develop new practices in the company. In some cases, your company has to take care of a situation immediately and other changes may take longer to happen.

With the guidance of your advisor try to fill in the "Next Step" template and identify the main areas for your business to be addressed in order to get developed.

Try to identify what needs to change in your company, what will you do and who will lead this action, where does your company want to be in one year in the four main sectors: management, marketing, financial and legal, and human resources.

Let's take action!

Identify the necessary areas your business needs attention and prioritise your new goals.

	What needs to change in the company	What is going to happen and who will do it	Where will the company be in one year
Management			
Marketing			
Financial & Legal			
Human Resources			