

Business Vitality / Check

Demo Report

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FAST FORWARD YOUR BUSINESS PERFORMANCE



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<http://www.businessvitality.com.au>



Business Vitality
Check

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Welcome to Business Vitality Check

Thank you for allowing the NSW Business Chamber to assist with checking the vitality of your business. We hope that you will find the results of this report useful.

These results should give you an insight into your business operations. The report is based on your responses to the questions featured within the Business Vitality Check Diagnostic.

Business Vitality Check assesses each response against a rating scale from "Poor" through to "Excellent". A summary graph is provided to visually demonstrate where your operation lands within this scale.

Commentary provided is drawn from the experience of business coaches, strategic marketers, financial, IR, HR and OHS experts and provide you with recommendations you can use to build an action plan.

The Business Vitality Check reports the results of your questions in five key operational areas:

- Customers
- Operations
- Market Positioning
- Strategy and Planning
- Financial Performance

Your overall "**vitality**" rating is the aggregate of the five key area results.

Sometimes the results may not be in line with where you think your business to be operating, and we believe that no one knows your business better than you do.

We urge you to use this report as a guide to assist you to prioritise areas of focus. Ensure that you give yourself appropriate time to review your report as there is a great deal of valuable commentary following each result which you can use to start building your plan of action.

For further assistance with your report or if you would like to find out further information on how to use this report, please speak with your NSWBC contact, call 13 26 96 or visit www.nswbc.com.au

All information contained within the report has been collected for the purposes of producing a Business Vitality result. NSWBC is committed to protecting and maintaining the privacy, accuracy and security of your personal and business information. Please refer to the NSWBC privacy policy at www.nswbc.com.au

Your Business Vitality Check Outcome

Your **Business Vitality Check** results provide important feedback to you in each of the five key operational areas, helping you to lay the foundation for the ongoing development of your business.

Use this report to begin prioritising and developing an action plan.

The results below show how your business performed in each of the **Business Vitality Check** areas.

Overall Score



Your Rating: **Very Good**

Congratulations, you have received a Very Good rating. This indicates that your business is performing well in most areas. There may still be one or two items requiring your attention in order to be regarded as an excellent business.

To continue your path towards excellence, it is important that you continue to improve your business and stay ahead of the competition.

Use this report as a guide to help you prioritise the areas of most concern to you.

Category Scores



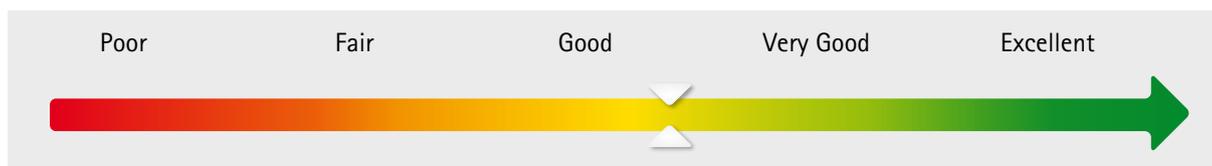
Customer

Customers are the most important people for any business. Without customers the business would not exist.

Customer satisfaction is the key to a successful business. One estimate is that it costs a business five times as much to attract new customers as it does to keep an existing one.

If you are a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you will ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers, a relationship that the individual customer feels he or she would like to pursue.

Take some time to review the results drawn from this area and note some actions you can start taking straight away.



Your Rating: **Good**

You have received a Good rating. This indicates that generally speaking, your business has good customer management capability.

Customers are the most important part of your business so addressing any deficiencies you currently have in managing your customers should be your highest priority.

If you require assistance with this, please speak with your NSWBC contact, call 13 26 96 or visit www.nswbc.com.au.