

Business checkup results

Diagnosis:

1. **Growth** - *see questions 1 to 3*
Include sales, staff and products
2. **Investment in assets** - *see questions 4-6*
Various measures provide an indication of adequacy of investment in safe-guarding future profitability. These include: training, personal development and upgrading equipment
3. **Finance** - *see questions 7-9*
Indicators to monitor include: interest cover and gearing ratio
4. **Business Liquidity** - *see questions 9-10*
Profitability without liquidity is of little significance
5. **Profit** - *see questions 11-12*
Profit improvement is a very important aspect of every business
6. **Dependence** - *see questions 13-16*
Over dependence on a few customers, suppliers, and staff increases your vulnerability
7. **Scoring Results**
If you scored -

52 or more: Relax. You may as well go on a long holiday and enjoy some sunshine. Your business is very stable and well positioned to grasp the new opportunities. but don't stay away too long. Others may realise that your business can run well (or even better) without you.

40-51: Your business is in a strong position, although it has areas ripe for improvement. At least you will be able to banish business worries while lying on the beach.

28-39: Firstly the bad news. The knot in your stomach can no longer be attributed to the New Year. There are some important areas for you to focus on. But the good news is that creditors may also be on holiday and maybe, just maybe, they are more concerned about their suntans than your ability to repay them.

27 or less: Take a long swim and clear your head because you may well be in serious trouble. Perhaps it is time to call in the corporate doctor for a thorough check-up. Or find someone on a nearby towel that scored over 52. Offer them a drink and elicit their secrets.