

Young Business Questionnaire

As a marketing company we are passionate about helping businesses to become successful. Please take 10 minutes to honestly answer the following questions to evaluate how far you have come and where you may meet new challenges.

Any business requires hard work, commitment and long hours. As you have now been trading for a while, you may want to move your business forward to the next level or simply improve certain areas of your business. Your success will depend on a number of factors, your knowledge, financial status, attitude, skills and the ability to be honest about a range of issues.

You and Your Business

What is your company status?

What is your main product/service?

Are you still enthusiastic with what you are doing? Yes No

Have you lost direction? Yes No Don't know

Have you completed your SWOT analysis? Yes No

Are your premises presenting the right image for your company? Yes No Don't know

Are you located in the right area to optimise your business? Yes No Don't know

Have you outgrown your premises? Yes No

Would an additional branch attract more customers? Yes No Don't know

Are you aware of legal and cost implications of your business/premises? Yes No Don't know

Do you have the correct insurance's in place? Yes No Don't know

Do you have a business plan? Yes No

Are you constantly reviewing your business plan? Yes No

What are your short and long term goals?

Do you have a sales and marketing plan? Yes No

Do you have a sales team? Yes No

Are your team handling your sales effectively? Yes No Don't know

Are your sales team aware of their targets? Yes No Don't know

Have you been considering streamlining your workforce? Yes No

Are the right people in the right job? Yes No Don't know

You and Your Money

Are you making a profit? Yes No Don't know

Are you achieving your sales projections and forecast? Yes No Don't know

How accurate are your financial records? Yes No Don't know

Do you require any additional sources of finance? Yes No Don't know

Are you struggling to take on new business due to cash flow problems? Yes No Don't know

Have you accurately identified what your overheads really are? Yes No

Do you have credit control procedures in place for your customers? Yes No

Where can you cut costs?

Continued...

Young Business Questionnaire Continued...

You and Your Marketing

- Does your company image say what you want it to say? Yes No Don't know
- Do you have the right literature and tools? Yes No Don't know
- Do you know your ideal customer demographics? Yes No Don't know
- Do you know how to reach the client base you want to attract? Yes No Don't know
- What are your customers saying about your company?
- What is your customer retention rate? 0-25% 26-50% 51-75% 76-100% Don't Know
- How do you advertise your company?
- What was your ROI on your last quarter?
- What is your unique selling point?
- Are you dedicating time for prospecting? Yes No
- Are you missing important incoming sales calls? Yes No Don't know
- Are your customers frustrated because they cannot reach you? Yes No Don't know
- Are you following up on your quotations? Yes No
- Do you often find, due to the nature of your job, that you cannot answer your phone? Yes No
- Do you know who your competitors are? Yes No
- Are you charging enough? Yes No Don't know
- What separates you from your competition?
- Have you diversified too much? Yes No Don't know
- Or not enough Yes No
- Does your Customer Service Department act as an extension of your sales team? Yes No Don't know
- Do you have an after sales service in place? Yes No
- Can you action any areas or weaknesses in any of the above subject areas that you are unsure about? Yes No Don't know

Summary

We hope you found this questionnaire useful and thought provoking. Despite experience, knowledge or best intentions, we all need a little help along the way. Simply identifying your strengths and weaknesses will allow you to move in the right direction.

Please contact us for a no-obligation review of your business.



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