

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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