

Simple Steps for Growing Your Business™

Business Needs Assessment

CONTACT INFORMATION

Every business has its strengths and weaknesses. Once you complete SCORE's Business Needs Assessment, you'll be able to identify areas for growth and improvement, develop an action plan, and find resources to help you take your business to the next level.

Name

Email Address

Phone

Business Name

Web Address

Number
of Employees

Progress: (1 of 7)



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GENERAL MANAGEMENT

	Yes	No	Don't Know
1. Are you happy with the current performance of your business?			
2. Do you have detailed goals outlined for your business?			
3. Does your business have a business plan?			
4. Does your business have a strategic plan?			
5. Does your business have a vision and/or mission statement?			

SECTION SUBTOTAL:

Progress: (2 of 7)



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RESOURCE MANAGEMENT

No employees? Answer with your vendors/ paid associates in mind (accountant, suppliers, etc.).

Yes

No

**Don't
Know**

1. Do you know your key employees' strengths and weaknesses?
2. Do you have detailed job descriptions for most or all positions?
3. Do you (and your managers, if applicable) know how to conduct effective interviews to find the best job candidates?
4. Do you have a procedure in place for onboarding new employees?
5. Do you have an evaluation method for your employees?

SECTION SUBTOTAL:

Progress: (3 of 7)



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MARKETING

	Yes	No	Don't Know
1. Do you have a marketing plan in place for your business?			
2. Do you set specific goals for each promotional campaign or ad?			
3. Do you regularly measure the results of your marketing and promotions efforts?			
4. Are your marketing and promotional efforts bringing in new business?			
5. Does your business have a unique brand?			

SECTION SUBTOTAL:

Progress: (4 of 7)



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SALES

- | | Yes | No | Don't Know |
|--|-----|----|------------|
| 1. Are you satisfied with your business's current distribution channels? | | | |
| 2. Are you attracting enough of your ideal customers? | | | |
| 3. Are you generating enough qualified leads? | | | |
| 4. Do you set measurable goals for your sales team? | | | |
| 5. Are you consistently hitting your sales targets? | | | |

SECTION SUBTOTAL:

Progress: (5 of 7)



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FINANCE

	Yes	No	Don't Know
1. Are you achieving your financial goals for the company?			
2. Has your revenue grown steadily for the past three years?			
3. Is your cash position better than it was a year ago?			
4. Do you regularly monitor cash flow?			
5. Do you track actual expenses so you know why profits are up or down?			

SECTION SUBTOTAL:

Progress: (6 of 7)



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OPERATIONS

	Yes	No	Don't Know
1. Do you regularly establish and document goals, strategies and objectives to run your company?			
2. Do you have documentation, process maps or operations manuals describing your business operations in detail?			
3. Does everyone in your business understand which operational activities have the greatest impact on your business goals and profits?			
4. Do you have systems in place to monitor and control your product costs/job costs?			
5. Are your products or services always delivered on time?			

SECTION SUBTOTAL:

Progress: (7 of 7)



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RESULTS

Your Total Score is:

If you scored...

0 - 50

It seems as if there's a lot about your business that you haven't yet thought through. But don't fret -- there are many opportunities for growth and improvement on which you can begin to capitalize. Think about what you want to achieve as an entrepreneur and develop a plan for accomplishing those goals. Take the time to examine each aspect of your business to identify weaknesses and opportunities for growth/improvement. Consider working one-on-one with a SCORE mentor to further assess what's happening with your business. Find your local SCORE Chapter and connect with a mentor today.

55 - 100

You have a pretty good understanding of what's going on with your business but could benefit from a break from the day-to-day operational activities to develop some strategies for growth. Schedule an appointment with your accountant to examine your finances. Complete an inventory of your work hours to identify how you're spending your time. Perhaps it's time to hire someone to help so that you can spend more time working on your business instead of working in it. Consider enrolling in the Simple Steps for Growing Your Business program that pairs you with a mentor who will guide you through team mentoring, workshops, and roundtables to give you the info you need to take your business to the next level.

105 - 150

You're on top of things. You are doing pretty well and have taken the time to develop plans to ensure you stay profitable. You don't need any help to keep your doors open, but may need some fresh ideas to expand and grow in ways you may not have considered. Contact your local SCORE chapter to meet with a mentor that will help you identify ways to take your business to the next level. Ask about The Simple Steps for Growing Your Business program that offers mentoring, business roundtables and workshops that cover each of the main business functions.

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Business Needs Assessment

STEPS TOWARDS GROWING YOUR BUSINESS

**Step 1:**

Download SCORE's Business Needs Assessment

**Step 2:**

Review the results to see which areas you could improve.

**Step 3:**

Meet with a qualified SCORE mentor to discuss your results and next steps. Visit our website to find a mentor in your area, or to connect with an email mentor.

www.score.org/mentors

**Step 4:**

Participate in the Simple Steps for Growing Your Business program. Is this program not currently available in your area? No problem! SCORE chapters offer many other workshops and programs to meet your growth needs. Talk to your mentor to find out what workshops would best help you meet your goals.



Start
Booming

