

# GROWING YOUR OWN BUSINESS: A WORKBOOK

## EXERCISE 2.1

### HOW HAS YOUR BUSINESS DONE SO FAR?

<b>Financial</b>	<b>Last year</b>	<b>Previous year</b>
Sales		
Gross profit		
Net profit		
Your own salary		
Total promoters/management team remuneration		

<b>Customers</b>	<b>Last year</b>	<b>Previous year</b>
Number of customers		
Average purchase per customer		
Average purchase per customer - units of product/service		

<b>Products/services</b>	<b>Last year</b>	<b>Previous year</b>
Percentage of total sales accounted for by each of the business' top three products/services:		
> Product/service 1		
> Product/service 2		
> Product/service 3		
Number of products made/hours of services supplied for each of the business' top three products/services:		
> Product/service 1		
> Product/service 2		
> Product/service 3		
Average cost of each unit of product made/cost of service provided per hour for each of the business' top three products/services:		
> Product/service 1		
> Product/service 2		
> Product/service 3		

<b>Assets and liabilities</b>	<b>Last year</b>	<b>Previous year</b>
Fixed assets		
Cash		
Stock on hand		
Money due by customers		
Money due to suppliers		
Total Working Capital		
Less Borrowings		
Total Net Worth of Business		
Equity contributed by promoters and management team		
External equity		
(External equity as a % of total equity)		
Profits retained		
Total Shareholders' Funds		

<b>Other measures</b>	<b>Last year</b>	<b>Previous year</b>
Number of staff (including promoters and management team)		
New products/services introduced		
Percentage of total sales accounted for by new products in first year		
New customers won		
Percentage of total sales accounted for by new customers in first year		

Can you break down your sales:

<b>By Product/service?</b>				
<b>Product/Service</b>	<b>Sales last year</b>	<b>Past growth: Good/poor?</b>	<b>Margin last year?</b>	<b>Prospects: Good/poor?</b>

<b>By Customer type?</b>				
<b>Customer type</b>	<b>Sales last year</b>	<b>Past growth: Good/poor?</b>	<b>Margin last year?</b>	<b>Prospects: Good/poor?</b>

<b>By Region?</b>				
<b>Region</b>	<b>Sales last year</b>	<b>Past growth: Good/poor?</b>	<b>Margin last year?</b>	<b>Prospects: Good/poor?</b>

On a scale of 1 to 10 (10 being very important or good performance), which of the following factors are important in your market and how is your business performing with regard to them?

<b>Product features (specify what these are)</b>	<b>Importance in market</b>	<b>Performance of business</b>
Quality of products		
Range of products		
Customer service		
Marketing		
Price		
Location		
Delivery		
Image		
Other (specify what these are)		



Why do your customers buy from you? How do you know this?

Are you capable of meeting quick changes in demand?

Are your suppliers able to help you to meet sudden changes in demand?

Are you dependent on one major supplier for any of your top three products/services?

Are you dependent on one major customer for sales of any of your top three products/services?

How do you keep informed of new developments in your industry?

How do you implement those new developments?

Are you developing new products/services?

How do the promoters and management team spend their time (week/month), on average?

	<b>NAME/TITLE:</b>	<b>NAME/TITLE:</b>	<b>NAME/TITLE:</b>	<b>NAME/TITLE:</b>
	<b>HOURS</b>	<b>HOURS</b>	<b>HOURS</b>	<b>HOURS</b>
Sales				
Production				
Meeting customers				
Administration				
Doing/learning new things				
Other activities (specify what these are)				
<b>Total</b>				

Why is your business successful?

However you measure success, how would you measure your business on a scale of 1 to 10 (10 being very successful)?

