GROWING YOUR OWN BUSINESS: A WORKBOOK
EXERCISE 3.2
IMMEDIATE ACTIONS

For each SPOTcheck® Factor with a negative score, identify immediate actions that you could take to improve your business' score in this area - in other words, to provide it with greater growth potential.

Factor	Score	Immediate Actions
1: Environment		
2: Market		
3: Customers		
4: Direct competition		
5: Suppliers		
6: Promoters/Management Team		
7: Strategy		
8: Marketing		
9: Sales / Promotion / Channels		
10: Products / Services		
11: Process		

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Factor	Score	Immediate Actions
12: Product development / Innovation		
13: Human Resources		
14: Use of Financial Resources		
15: Financial Performance		
16: Systems & Administration		

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