

# GROWING YOUR OWN BUSINESS: A WORKBOOK

## EXERCISE 3.92

### INFORMATION FOR YOUR BUSINESS

What type of information do you need across the following functions:

	<b>Importance</b>	<b>Frequency</b>	<b>Source</b>	<b>Who is responsible?</b>	<b>Metrics</b>
Buying					
Internal					
Inventory levels					
Re-order levels					
Delivery speed					
Response time					
Logistical costs per unit					
Vendor rating					
External					

	<b>Importance</b>	<b>Frequency</b>	<b>Source</b>	<b>Who is responsible?</b>	<b>Metrics</b>
Feedback from suppliers					
Making					
Internal					
Productivity					
Material usage					
Use of equipment					
Wastage					
Use of capacity					
Quality control problems					
% Defaults					
Selling					

	<b>Importance</b>	<b>Frequency</b>	<b>Source</b>	<b>Who is responsible?</b>	<b>Metrics</b>
Internal					
Number of customers					
Number of repeat orders					
Sales expense in % of sales					
Journey planning					
Order size					
Sales funnel					
Call volume					
Price per lead					
Price per converted lead					
Sales per distributor					

	<b>Importance</b>	<b>Frequency</b>	<b>Source</b>	<b>Who is responsible?</b>	<b>Metrics</b>
Average call time per customer					
% success rate					
Discounts given					
Response time					
New contacts					
External					
Competition					
Market					
Economy					
Society					
Feedback from customers					

	<b>Importance</b>	<b>Frequency</b>	<b>Source</b>	<b>Who is responsible?</b>	<b>Metrics</b>
Stake holders					
Colleagues					
R&D					
Internal					
Number of improvements					
Number of new ideas					
Customer feedback					
Supplier feedback					
External					
Technological developments					
New product introductions					