



BUSINESS ASSESSMENT

Consider these areas, and are you readily able to answer these questions?

1. What is the total revenue/income your business made last year?
2. What is the trend of revenue for the last 5 years of your business; is it increasing or declining - and do you know why?
3. What were the total expenses for the last year?
4. When you divide the total expenses by 12, is the monthly amount covered by your monthly revenue?
5. What is the trend of total expenses for the last 5 years? Is the trend in relationship – or lower than – the increase in Revenue/Income?
6. What is the total number of products you produced and sold during the last year? Or the number of customers, patients, students, clients that you serviced?
7. What is the cost per product or per service? (When you look at total expenses for the year from #3 and divide by the number of products or services from #6)
8. How does the cost per item/unit/service (#7) compare to the price you are charging for the (on average) product or service? (Does your price cover the cost per item or service?)
9. What is the mix of type of expenses; for example what percentage of your expenses is payroll and related expenses? Other expenses – are you able to identify your main expenses and are you spending the most money on the main/most important things?
10. Are you able to pay your bills on time? i.e. Do you have a handle on your cash flow – the money coming in and going out monthly?
 - a. Do you know if you have long outstanding amounts due to you?
 - b. If you have past due accounts, debts or loans, are there payment arrangements so there is a plan to get them paid off in a reasonable and feasible time?

Are you keeping track of your income and expenses in a way you can readily provide the information requested in #1 through #6? And,.. Are you preparing or reviewing a dashboard (like a CEO Dashboard) to review this information monthly or at least quarterly? ... If NOT... contact us, we can help you!! info@fusion4business.com

