



EXCELLENCE IN GRAPHIC COMMUNICATIONS MANAGEMENT

Ten Questions to Assess The Current Health of Your Business



What's Your Prognosis for the Future?

What's the health status of your business? Take this quick 10-question physical to check its pulse and determine if the year ahead is likely to be filled with healthy activity or migraine headaches.

1. Overall, would you say your business is:
 - Healthy, Doing Well.
 - Improving but still needs Preventative Care.
 - Catching a Cold. Looking for an Rx.
 - Unhealthy. Might Need Surgery.

2. From a customer's perspective, rank from 1-4 why they would say they do business with your company, with 1 being the most important.
 - Vertical Market Expertise.
 - Business Problem Solving due to subject matter expertise.
 - Trust based on personal relationships.
 - Price, Service, Quality.

3. From 1-3, with 3 being the highest value, how close does your company come to meeting your personal financial and lifestyle objectives in each of these areas?
1 2 3
 - Income. I take home what I want and expect from the business.
 - Company Value. The company has appreciated in value to where I want it to be.
 - Personal Life Balance. The company has sufficient management depth that I can enjoy life outside of work.

4. What do you consider potential sources of new business growth to your company?
Check all that apply.
 - Selling new services to existing customers (increasing customer share).
 - Selling more of the same services to existing customers (decreasing competitive pressures).
 - Finding new customers for existing services (increasing market share).
 - Hiring sales people with an established customer following.
 - Acquiring customer relationships through mergers or acquisitions.
 - Acquiring new capabilities (equipment, key staff, customers, business services) through merger or acquisition.

5. How often are you concerned about your company's cash flow?
 - Rarely.
 - Occasionally.
 - Seasonally.
 - Frequently.

6. What would happen if your most important employee walked out tomorrow?
 - We have a strong bench. Other people could immediately fill in.
 - We'd make it, but have to scramble.
 - We'd be in big trouble.

7. If, for whatever reason, you had to be away from your business for an extended period, is your organization:
- Well Prepared. We have a team in place and the business can sustain itself without me for quite some time.
 - Ill Prepared. The business would survive but we'd take a hit and I'd have my work cut out for me if and when I'd be back in action.
 - Unprepared. It would be a disaster after more than a few weeks.
8. Which of the following most accurately states the level of debt your company is carrying?
- Just about right given the capital intensive nature of the industry.
 - We've paid off almost everything but I'm extremely reluctant to reinvest in the business with borrowed money given the low returns and high risk.
 - I'm OK with it, but my banker and accountant are not.
9. Fast forward five years from now. Who owns your company?
- Me. I'm here for the long haul.
 - Not me, but I'm not sure who.
 - Family members. I have or will have a succession plan in place.
 - My partner if we can agree on my buyout package.
 - Someone else. I expect to be acquired.
10. Whom do you confide in as a sounding board for critical decisions? Check all that apply.
- My spouse.
 - My family in the business (children, parents or siblings).
 - Industry peers.
 - My accountant and/or lawyer.
 - Industry consultants.
 - Key managers in the company.
 - Suppliers.

.....

Send your completed form back to NAPL for a Free Scoring Analysis and recommendation for next steps in developing a Healthy Business Plan.

By mail to: Robin Schabacker. Health Quiz. 75 W. Century Rd., Suite 100, Paramus, NJ 07452

By e-mail to: RSchabacker@napl.org Put Health Quiz in the subject line.

By fax to: Health Quiz, ATT: R. Schabacker. 201-634-0324.

The quiz will be scored and returned to you with a quick assessment of key steps you could take immediately to improve the score. Your business health score report will be mailed back to you within two weeks upon receipt of your completed questionnaire.

PLEASE PRINT

Your name: _____ Phone: _____

Your title: _____ E-mail: _____

Your company: _____

Street Address: _____

City: _____ State: _____ Zip: _____