

CURRENT BUSINESS SNAPSHOT

-Worksheet-



KARL
BIMSHAS
CONSULTING

Current Business Snapshot Worksheet

The questions that follow are designed for business owners to reflect on their current enterprise and consider future steps. Pay attention to which items you don't have answers for and consider adding them to your business action plan.

There are no judgments to your answers. This worksheet is an attempt to capture data from key areas of your business which you can then use as a basis for future communications with business partners, staff, investors, advisors, or other entities.

1. In one sentence, what does your company do and for whom?

2. Would you say that your industry is

- ☐ Growing,
- ☐ Declining, or
- ☐ Staying the same?

3. How many years have you been in business?

4. How many years do you plan to stay in business?

5. What is the size of your estimated sphere of influence? (Estimate the number of opt-in subscribers to newsletters, emails, social media followers, clients, etc.)

6. What was your profit margin pre-tax last year?

7. What was your annual revenue last year?

8. Compared to the prior year, did revenue

☐ Increase,

☐ Decrease,

☐ Remain the same?

9. What is your typical gross profit margin?

10. How would you rate your cash position?

☐ Low (needing to raise or borrow money regularly)

☐ High (able to reinvest in the company)

11. To what degree does your net profit margin improve with each new client?

12. What percentage of your business revenue are you personally responsible for?

13. Do your clients experience exclusivity from your business, or do you sell a commodity?

14. What percentage of the market share do you sell to?

15. How much personal involvement in relationship building do you have with your customers?

16. To what extent do you offer customization to your clients?

17. What percentage of your clients are very satisfied with your company?

18. How often do your existing clients refer you to others?

19. In the last year, what percentage of your clients complained?

20. How do your clients typically pay you?

☐ Before delivery

☐ After delivery

☐ Some other way

21. What percentage of your overall revenue did your largest client represent last year?

22. What kind of impact would losing your largest client have on your business?

23. What percentage of your sales is recurring revenue?

24. How difficult would it be to replace your top performer in;

- a. Sales and marketing? _____
- b. Design and delivery (operations)? _____
- c. External supplier? _____

25. In the next year, do you expect your revenue to

- ☐ Increase,
- ☐ Decrease, or
- ☐ Stay the same?

26. How likely are you to sell new products or services to your existing clients?

27. How easy would it be for you to deliver 5x of your current volume quickly?

28. Do you have a management team?

29. If you personally were unable to work for three months, how would your business perform?

30. Which one of the following would you most want to accomplish in the next year;

- ☐ Grow top-line revenue,
- ☐ Grow bottom-line profit,
- ☐ Build your reputation in the field you serve?

31. What is your long term goal for your business;

- ☐ Sell it to a third party,
- ☐ Transition to family members,
- ☐ Transition to employees,
- ☐ Shut it down,
- ☐ Other?

Business Action Plan

Action	Metric (How much?)	Deadline (By when?)	Person Responsible