

Business Assessment

Product or service: Describe your major products or services:

'Uniqueness': Why do your products appeal to customers over those of your competitors?

Pricing/cost of goods: How much does your product/service cost you to produce, including labour, materials, inventory and overhead? Expressed per hour, product unit or job.

How are your selling prices arrived at, including profit margin and mark-up? In unit price, price per job or hourly rate?

Suppliers: Who are your major suppliers, and what do they supply? How long have you been dealing with them? Where are they located and how long have they been in business?

Customers: Briefly describe your primary customers (age group, sex, income level, plus any social, cultural or ethnic factors which may influence buying decisions).

Have you done market research studies on future needs/wants of current customers? Potential new customers? If so, what were the results? How will this influence plans?

How do you tell customers about your product? Describe your advertising program (newspapers, radio, television, flyers, etc.), including budget.

Facilities: Describe your plants, offices, warehouses, etc. (where your operations are based):

Operations: Describe your operating process, including operating cycle, any seasonal fluctuations in activities/operating assets and labour relations (if applicable):

What are the major strengths of your business?

What are the major hurdles facing your business over the next two years?

*Adapted from:
General Business Assessment, © Canadian Imperial Bank of Commerce, 2005*