

Business Health Check

Starting the path to adapt your business through COVID19, and create the business you want in the future.

The Business Health check is a series of questions & exercises that help you step away from your business to gain more objectivity about the impact, challenges, and opportunities you and your team are facing due to COVID19 pandemic.

Gaining objective perspective on your business, will help you make decisions as you navigate through the COVID19 challenges. Answering these questions for yourself and your team will give you clarity about the things that are valuable to you and your business.

As you begin to look for ways to be innovative and adapt your business, you can use this Health Check at any time for yourself and your team, and it's also a great basis for consultations with business advisors, your banking and finance partners.

Business Details:

Your Name:

Business Name:

Address:

Phone:

ABN:

Is your business:

Existing

A new start up

What does your business do?

Briefly describe your products/services. What makes your business unique and sets you apart from your competitors?

Clearly explain why potential customers would choose your business rather than your competitors. What is your unique selling proposition?

Does your business sell its services/products outside of the South West WA Region?

Yes

No

If yes, do you sell:

Within Western Australia

Within Australia

Internationally

Write 6 actions/steps your customer take to buy your product or service

EG: Google's for "laundry service", goes to our website, gives us a call, comes in to store & books service, picks up drycleaning. (Here's a [short video explaining](#) how you can use these 6 steps can help you discover gaps and opportunities to adapt your business)

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

Step 6:

Business Plans and Goals.

Does your business have a written business plan?

Yes

No

If yes, is it up-to-date?

Yes

No

Does your business produce regular financial data for interpretation eg. profit & loss statements?

Yes

No

How many staff does your business employ staff, other than you and/or your partner?

If yes, please rate your employee retention:

Short

Average

Long

If yes, please rate your employee engagement:

Low

Average

High

Does your business have a written workplace health and safety policy?

Yes

No

Does your business have documented systems and procedures?

Yes

No

Do the processes change in your business depending on seasonality eg. peak verses off-peak times?

Yes

No

What are two main challenges your business faces right now?

1.

2.

What are the two key things you wish to achieve with your business?

1.

2.

Do you have Key Performance Indicators for your business?

Yes

No

If yes, please list the top three:

1.

2.

3.

Marketing & Awareness.

Does your business have a written marketing plan?

Yes

No

Do you have a clearly defined Unique Selling Point?

Yes

No

Do you understand your position within the market?

Yes

No

If yes, is it up-to-date?

Yes

No

Does your business have a website?

Yes

No

Which of the following social media channels does your business use?

Facebook

Instagram

Twitter

YouTube

None

Do you have a social media strategy?

Yes

No

Does your business have listings on other “referrer” websites? *EG: Busselton Chamber Members Directory*

Yes

No

If yes, do you know how to retrieve reports about your listing?

Yes

No

Can you clearly define your current target market for your business?

Yes

No

Can you clearly define your buyer personas for your business?

Yes

No

What strategies does your business use to create and retain loyal customers? (250 words)

How do you reward your customers for loyalty/patronage? Do you have systems in place to train your staff specifically in customer service? Demonstrate your methods of building relationships with your customers and offering a great experience when they are supporting your business.

How do you measure customer satisfaction? (250 words)

What are the options your customers have to provide feedback and how you respond to their feedback – give examples. Do you have a follow-up procedure or process to determine customer satisfaction?

How has your business had a positive impact on the community? (300 words)

Demonstrate the social and economic impact your business has had on your community – do you support local sporting clubs or charities, do you have a local procurement policy in terms of staff and products and services offered by other local businesses?

How do you ensure that your business demonstrates environmental responsibility? (250 words)

Are there practical steps you take to minimise any environmental impact your business has i.e. rainwater tanks, LED lighting, paperless policy, recycling or environmental impact strategy?

You're Done! What now?

The answers to these questions have been for yourself. And as you adapt your business, you can use this Health Check to help guide your decisions with your team. It's also a great basis for consultations with business advisors, your banking and finance partners.

We recommend these resources to help you to adapt your business during COVID-19:

RSM: [Cashflow Toolkit](#)

Managing your Cash Flow is key for your business surviving the COVID. It will help you manage spending so you see when you have enough funds to pay staff, rent, insurances, etc. This excel spreadsheet gives an easy starting point for getting hold of your cash flow.

CCIWA: [Business Continuity & Disaster Relief Workbook](#)

This CCIWA workbook is a helpful companion as you consider your existing workforce structure. Always [seek legal advice](#) before restructuring, and discuss options with your workforce.

- Your employees may agree to temporary changes, like reducing hours.
- Explore leave options.
- Employees may agree to unpaid or long-service leave.
- Get across your enterprise agreements or contractual terms.
- In limited circumstances, there may be room to stand down employees without pay.
- If you have exhausted all other options, know what you must do to meet your obligations in case of redundancies.
- Temporary new flexibility has been added to some employee awards. [Stay up to date on the changes.](#)

Connect with us:

Have Questions or Want to chat about your Health Check?

Use your filled out Health Check to start the conversation with these experts:

Business Strategy & Business Growth:

Busselton Chamber of Commerce & Industry:

[Book 25 minute session with Michael Smart](#)

Professional Services for Business (Legal, HR, OHS):

Business Advisory South West:

[Book appointment with Sana, Claire, or Jasmine](#)

Accounting & Finance:

RSM Accounting:

[Book appointment with Mark Sissoev](#)

Marketing & Awareness:

Loop2 Digital Marketing:

[Book appointment with Mat Carlsson](#)