

## Business Assessment Program - Assessment Tool



There are twelve areas suggested for the business owner to rate company. Rate each area below using a five point rating; then make comments and suggested actions.

<b>Key Assessment Areas</b>	Rating 5=best 1=lowest	<b>Comments &amp; Suggested Actions</b>
1- Company has clear Mission Statement that acts as Guiding Principle		
2- Decision making is written, understood and followed		
3- Business Plan exists and has been used & reviewed in last 6 months		
4- Company operates with performance measurables, goals & forecasts		
5- Marketing Plan exists that describes target market & target customers		
6- Customer feedback is obtained and reviewed regularly		
7- Competitors are listed and evaluated for both strengths and weaknesses		
8- P & L Financial forecasts are made and compared to actual results		
9- Cash flow Financial forecasts are made and compared to actual results		
10- Receivables & payables are regularly monitored		
11- New product/services are planned for future		
12- Employee guidelines are documented and are followed		

For more information on the Business Assessment Program, contact Silicon Valley SCORE at (408) 288-8479, or see our website at [www.svscore.org](http://www.svscore.org)