



Global Partners Enterprise Advisory Services (GPEAS)

GPEAS BUSINESS HEALTH CHECK

This Health check has been designed to help you evaluate the current state of your business or if you want to start a new business and to identify the areas of opportunity that exist. By completing out the business health check, you can see what kind of help might need with your business.

Business Name		Date	
Contact No		Your email	
Has the business name been registered?		Do you have The Gambian Business Number (SRN)?	
Tax File Number (If partnership or company do you have a TFN for those entities?)		Have you registered for Municipality / Area Council?	
Have you registered for "Pay as you go withholding tax" (GRA)		Website	
Business Location		Operating days	
Person completing the Health check		Mentor if any	

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Section 1 - About You				
Overall Management Experience	N/A	Low	Med	High
General Business Experience				
Small Business Experience				
Expertise – skills of proprietors				
Level of expertise and skills in this specific field				
Personal Inventory				
Level of education				
I am a self-starter				
I can start and follow through long-term projects				
I am a good organiser				
I can make decisions based on logic not emotion				
I have good communication skills				
I have experience in selling				
I enjoy selling				

Business type

5. Which industry group best represents your business

Is your Business:

Start-up

Existing

If existing, how long has your business operated for?

1 year		2 years		3-5 years		more than 5 years	
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Mission/Vision statements

What is your Mission statement you wish to achieve in your business?

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What is your Vision statement you wish to achieve in your business?

Finance

Do you have access to sufficient finance to run the business? Explain in brief

Do you have access to sufficient finance to fund the growth of the business? Explain in brief

Do you have monitoring system in place for your finances, list them;

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Section 2 - Planning

Section 2 - Planning			
	Yes	No	Need Help
Has a written Business Plan been developed for the business?			
Does your Business Plan regularly reviewed and updated?			
Has a written Marketing Plan been developed for the business?			
Does your Marketing Plan regularly reviewed and updated?			
Financial Forecasting			
Have detailed Financial Projections been prepared?			
Does the price you charge cover all your costs, a wage for yourself & a margin for profits?			
Are you clear about the price you need to charge?			
Objectives			
Has a SWOT Analysis been completed?			

How clear are you about what you want to achieve? Explain in brief

Section 3 - About your customers			
Research	Yes	No	Need Help
Has research been undertaken that confirms sufficient demand exists for the product or service?			
Market access channels			
Is there a clear understanding of how to approach the market?			

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Target Market

Does your business sell its service/ products nationally/ internationally? If yes tick

In specific states	<input type="checkbox"/>	Regional	<input type="checkbox"/>	within a region	<input type="checkbox"/>	Nationally	<input type="checkbox"/>
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Can you clearly identify your key target markets?

1	
2	
3	

Can you clearly identify the needs, challenges, problems etc. of your major target customer groups?

1	
2	
3	

Can you clearly define your current target market for your business? If Yes /No

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Do the processes change in your business depending on seasonality, e.g. Peak versus Off-peak?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Yes why /No why?

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Sales

Sales	Yes	No	Need Help
Does your business produce regular financial data for interpretation, e.g. profit & loss statements?			
Are you or your sales team able to clearly describe the advantages/benefits of your product or service?			
Social media			
Does your business have a social media presence? (tick all that apply)			

Twitter		Instagram		LinkedIn		Facebook		YouTube	
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workplace	Yes	No	Need Help
Does your business have workplace health and safety policies?			

Section 4 - About the competition

Will your business be relatively safe from competition in the first few years? If Yes / No Explain in brief

Is there a considerable investment in plant and equipment or technology for competitors to issue a meaningful challenge? If Yes / No Explain in brief

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Competitive Advantage

Has credible analysis been done to compare your idea/service to the opposition? If Yes / No Explain in brief

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Have you identified a clear competitive advantage? If Yes / No Explain in brief

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Section 5 - About administering the business

Business Structure – which business structure has been chosen?	Yes	No	Need Help
Sole Proprietor			
Partnership			
Limited Partnership			
Proprietary Company			
Trust			
Partnership			
Does your business employ staff other than you and/or your partner?			
If a Partnership – has a formal written Partnership Agreement been created & signed?			
Does your business have documented systems and procedures?			
Does your business have an online business listing?			
Do you have Key Performance Indicators for your business?			

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If yes, please list the top 3:

1	
2	
3	

Contractual Arrangements			
Will the business be a franchise?			
Will the business be an agency?			
Is there reliance on a key supplier			

Section 6 - About administering the business			
Key appointments and software	Yes	No	Need Help
Do you use accounting software?			
Have you engaged an experienced bookkeeper?			
Have you engaged an accountant?			
Have you engaged a solicitor?			
Licenses and Permits			
Do you hold all the Licences & Permits needed to operate your business?			
Have you used the Australian Licence Information Service (ABLIS) to confirm this is the case?			

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Section 7 - Protecting the business			
Website	Yes	No	Need Help
Have your web domains been registered			
Leases insurance and equipment			
Has the premises lease document been vetted by a solicitor?			
Have you insured your business premises?			
Are all contents, equipment, furnishings & fixtures insured?			
Is the business stock insured?			
Do you hold adequate Product Liability insurance?			
Are your motor vehicles insured?			
Do you hold adequate Public Liability insurance?			
Do you have adequate Income Protection, Personal insurance?			
Is Work cover Insurance in place for employees?			
If you operate under a company structure, do you have Work cover Insurance in place for yourself?			
Do you backup your data?			
Is your data also backed up to the cloud?			
Do you back up all critical computer data on a regular basis?			
Is a commercial firewall in place?			
Do you conduct a full virus scan of your computers on a regular basis?			
Do you have separate and strong passwords for all your online activities?			
Are your login details and passwords stored in a secure location?			

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What are the issues that worry you most

This can be about any challenges that you might have. Issues with the business, finance, sales, lifestyle, access to information/support.

Comments

Please add any additional comments that you feel may assist the Mentor to understand your business in the space below

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