



## Business Diagnostic Tool

### Helping you understand where you need help most

This Business Diagnostic Tool is designed to help small business owners identify areas of their business that need improving, as well as knowledge gaps you may have.

To build a strong, sustainable business you need to have knowledge, plans and processes that cover all areas of your business including: management; business planning and operations; marketing; digital engagement; staffing and recruitment; and, funding and finances.

You also need to understand what your priorities are: what are the things you need to know and do now, and then in three, six, 12 months and beyond – to achieve your business goals.

Take the time to fill out this worksheet so you've got a good idea of the areas within your business that need work. If you do discover areas that need improvement or your find you have many unanswered questions – we can help!

The Small Business Smart Business program runs regular seminars on a wide range of topics and gives small business owners in the Geelong region low-cost access to advisors, who can work with you one-on-one so you have the knowledge and capacity to grow a healthy, profitable business.

For more information go to: [www.smallbusinesssmartbusiness.com.au](http://www.smallbusinesssmartbusiness.com.au) or phone (03) 5222 2234.

#### Answer the questions below:

**Is your business:**

- Full-time
- Part-time
- Casual

**Is your business:**

- A new enterprise business
- An established business/ growth potential
- Franchise
- Subsidiary
- Other/ provide details

---



---



---

If established, when did the business commence trading?      Month \_\_\_\_\_      Year \_\_\_\_\_

Small Business Smart Business has been supported by the Australian Small Business Advisory Services (ASBAS) programme, an Australian Government initiative



**Business**  
AUSTRALIAN SMALL BUSINESS  
ADVISORY SERVICES PROGRAMME

Delivered by AusIndustry™



**Products and Services:**

Describe the business services to be provided or currently offered by your business:

---

---

---

**Target Customers**

Describe the type of person or business who is best served by the products and services to be provided or currently offered by your business:

---

---

---

**Does your business have a business plan that sets out your goals and strategies to achieve these goals?**

Yes ( )  
No ( )

**Does your business have a marketing plan?**

Yes ( )  
No ( )

**Does your business have an operational plan?**

Yes ( )  
No ( )

**Does your business have an HR plan?**

Yes ( )  
No ( )

**Does your business have a budget?**

Yes ( )  
No ( )

**In preparing your budget, how did you arrive at your projected monthly/yearly income?**

---

---

---

**Please detail your three major business expenses?**

---

---

---

---

Small Business Smart Business has been supported by the Australian Small Business Advisory Services (ASBAS) programme, an Australian Government initiative



Do you have an:	Yes	No
- Accountant?	( )	( )
- Legal Adviser?	( )	( )
- Business Coach or Mentor?	( )	( )

**Have you attended any business seminars or workshops in the past six months?**

Yes	( )
No	( )
Please List	

---



---

**Do you have unanswered questions about:**

<b>Setting goals for your business, developing a business plan?</b>	
Yes	( )
No	( )

<b>Assessing and improving your supply chain or logistics?</b>	
Yes	( )
No	( )

<b>Leasing premises?</b>	
Yes	( )
No	( )

<b>Protecting your intellectual property??</b>	
Yes	( )
No	( )

<b>Exporting and/or importing?</b>	
Yes	( )
No	( )

<b>Entering new markets or the feasibility of a new business idea?</b>	
Yes	( )
No	( )

<b>Marketing plans, promotions, advertising?</b>	
Yes	( )
No	( )

Small Business Smart Business has been supported by the Australian Small Business Advisory Services (ASBAS) programme, an Australian Government initiative





**How to use online to build your brand or sell products and/or services?**

Yes ( )  
No ( )

**Information technologies including the Internet and Cloud Computing?**

Yes ( )  
No ( )

**How to use new technology for marketing and managing your business?**

Yes ( )  
No ( )

**Staffing, including recruitment, employment and OHS?**

Yes ( )  
No ( )

**Staff management and retention?**

Yes ( )  
No ( )

**How to access Government initiatives to build or train your teams?**

Yes ( )  
No ( )

**Finance options and how to present finance bids?**

Yes ( )  
No ( )

**How to interpret financial data?**

Yes ( )  
No ( )

**How to manage cashflow?**

Yes ( )  
No ( )

**How to prioritise and put together an action plan with milestones?**

Yes ( )  
No ( )

**How to manage your time?**

Yes ( )  
No ( )

---

Small Business Smart Business has been supported by the Australian Small Business Advisory Services (ASBAS) programme, an Australian Government initiative



Australian Government



**Business**

AUSTRALIAN SMALL BUSINESS  
ADVISORY SERVICES PROGRAMME

Delivered by AusIndustry™