



Annual Business Review Toolkit

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Business Performance Review

The purpose of this toolkit is to help you understand how well your business is performing and to highlight aspects that need improvement.

In particular, you will appraise your

- ❖ Business plan
- ❖ Vision
- ❖ Management
- ❖ Product service
- ❖ Business operations
- ❖ Finances
- ❖ Industry/market
- ❖ Competition
- ❖ Sales and marketing
- ❖ Customer service
- ❖ Legal and Regulatory
- ❖ Risk and Succession

At the end of the toolkit there is a SMART goal setting template to help you transition from review to planning and action.

| | |
|--|--|
| Date | |
| Review Period | |
| Company Vision/Mission | |
| Goals at the beginning of the year (2016) | |
| Major Accomplishments | |

SWOT ANALYSIS: *Provide information as of time of review*

| | |
|----------------------|-------------------|
| Strengths | Weaknesses |
| | |
| Opportunities | Threats |
| | |

| Business plan | Yes | No |
|------------------------------|------------|-----------|
| Do I have a business plan? | | |
| If yes, is it investor ready | | |

| Vision | Yes | No |
|--|------------|-----------|
| Have I clearly articulated the big picture of my business into a rallying statement? | | |
| Is my vision statement visible for my staff and customers to see | | |
| What fundamental principles drive your business? | | |

| Management | Yes | No |
|--|------------|-----------|
| Is my business incorporated and registered with CAC? | | |
| Do I need to review the company structure? | | |
| Do I have a board of advisors? | | |

| Product/Service | |
|---|--|
| How is your product/service positioned in the market? | |
| Are you satisfied with your packaging? | |
| What changes will you introduce to your product/service in the coming year? | |

| Business Operations | Yes | No |
|--|------------|-----------|
| Is my business operating in a good location? | | |
| Is there room for me to grow or scale back? | | |
| Do I have the necessary technology and IT services required for my business? | | |
| Do I have systems and processes | | |
| Key operational achievements of the year? | | |
| What areas do you want to improve on for the coming year? | | |

| Finances | Yes | No |
|--|------------|-----------|
| Do I have updated financial statements | | |
| Is my cash flow positive? | | |
| Will I require additional working capital? | | |
| Am I comfortable with my costs? | | |
| Does my business have debt? | | |
| Do I intend to borrow? | | |

| Human Resources | Yes | No |
|--|------------|-----------|
| Do I have the right people in the right roles? | | |
| Do they know what is required of them? | | |
| Do I have a training and development plan? | | |
| Do I have an incentive program? | | |
| Do I pay as well as the competition | | |
| Did I have high employee turnover? | | |
| Are my staff motivated and satisfied? | | |

| Industry and Market | |
|--|--|
| What new changes/trends are in the market? | |
| Changes in my customers' needs | |
| Is there new technology I can use? | |
| Is there a new government policy that can affect me? | |

| Competition | |
|--|--|
| Who are my main competitors? | |
| What are they offering that I am not? | |
| How do they price their products/services? | |
| What advantages do they have over me? | |
| What are their disadvantages? | |

| Sales and Marketing | |
|--|--|
| How are customers hearing about my business? | |
| What social media platforms do I utilize? | |
| Is my branding consistent across all my platforms? | |
| Do I have a marketing budget? | |
| Where are most of your sales coming from? | |

| Customer Service | |
|--|--|
| Does my business have a designated customer service officer? | |
| Has everybody being trained on customer service? | |
| Is there a procedure for handling complaints? | |
| How do I reward customers? | |
| How do I measure customer satisfaction? | |

| Legal and Regulatory | |
|---|--|
| Do I have a business account? | |
| Is my business tax compliant? | |
| Am I aware of all the regulatory agencies overseeing my business? | |

| Risk and Succession | |
|--|--|
| Is my business information backed up? | |
| Can my systems be easily hacked? | |
| Do I have a risk/disaster recovery plan? | |
| Is there someone to back me up if I am suddenly unavailable? | |

Business Goals (in order of priority)

| Objective | Specific (S) | Measurable (M) | Attainable (A) | Relevant (R) | Time based (T) | Achieved (Yes/No) |
|-------------------------|---|--|--|--|--|-------------------|
| What do you want to do? | <ul style="list-style-type: none"> -Who will do it? -What will they do? -Why are they doing it? -Where will it be done? -When will it be done? | <ul style="list-style-type: none"> -How much will be done? -Milestones -How will you know when it has been done? -What measure will you use to quantify your results? - % , rates, quantity | <ul style="list-style-type: none"> -How achievable is this goal? -Is it challenging? -Is it reasonable? | <ul style="list-style-type: none"> -Does it tie in with your vision? -Is it necessary and needed? -Is there a sense of urgency attached? -What issue will it help you address? | <ul style="list-style-type: none"> -When will it be done? Give a specific date | |
| Goal 1 | | | | | | |
| Goal 2 | | | | | | |
| Goal 3 | | | | | | |
| Goal 4 | | | | | | |
| Goal 5 | | | | | | |