



Business Growth Questionnaire

Date: / /

Company name:.....

Email:.....

Name:.....

Mobile:.....

This questionnaire will provide a snapshot of aims and desires to determine goals for your business.

The main product you produce

- Large format printer
 Digital Prints
 Signage
 Vehicle Wraps
 Illuminated & Neon Signs
 Safety or Stock Signs
 Engraving
 Fabricated Signs
 Architectural / ADA signs
 General Screen print
 List other specialties

Prioritise other products by number

- Large format printer
 Digital Prints
 Signage
 Vehicle Wraps
 Illuminated & Neon Signs
 Safety or Stock Signs
 Engraving
 Fabricated Signs
 Architectural / ADA signs
 General Screen print
 List other specialties

Number of employees
 1-5
 6-10
 11-15
 16-20
 21-25
 26-30
 31 - over

No. employees using computers daily ?
 1-5
 6-10
 11-15
 16-20
 21-25
 26-30
 Other?

How many years have you been in business ?
 1-5
 6-10
 11-15
 16-20
 21-25
 26-30

Other?



Comment on or rate on your business growth potential

Comment.....

Growth potential
 100% Excellent
 50% Average
 25% Fair
 0% Poor

What % of gross sales do you allocate to advertising
 Less than 1%
 Up to 2%
 Nominate%

What is the average number of sale calls made each week ?
 1
 5
 8
 10
 15
 More.....

What is the average order? \$



Who is responsible for estimating ? Owner Estimator Sales Person Other

Who is responsible for sales? Owner Estimator Sales Person Other

Nominate by % amount spent on advertising per category

- Advertising Web Sites eMail Marketing Vehicle Signage Building Signage
 Exhibitions Open days Direct mail Magazine /Newspaper
 Other (please describe)

What is the average no. of estimates you create each week 1 5 8 10 15 More

What is the average no. of orders you create each week 1 5 8 10 15 More

How long does it take to issue an estimate to your customer?

- Within 1 hr By end of day Within 24 hr Within 48hr Within 72hr
 Longer If so how long

How long does it take to re-price and get new estimate to customer

- Within 1 hr By end of day Within 24hr Within 48hr Within 72hr
 Longer If so how long

How many times each week do your sales people miss the chance to sell extras and or get extra revenue?

- Almost every time 75% 50% Rarely- please explain.....

What % value would you guess it is worth to win 10% or more of the jobs you estimate each week?.....

How much time between orders to write up the job?

What are the average minutes taken to write up a job?

Time from order to job reaching factory floor.....

Who is responsible for writing up job sheets? Business owner Estimator Sales person Other

How many re orders do you get each week? 1 5 10 15 More

When re orders arrive how long does it take to find prior order?

- Under 1 minute 5 minutes 1 hour 2 hours 3 hours

How many calls from customers checking status of jobs do you receive each week?

- 1 5 10 15 More

How long does it take to check status of jobs ? Under 1 minute 5 minutes 1 hour 2 hours

How long does it take to list all jobs in production and set priorities WIP ?

- Under 1 minute 5 minutes 1 hour 2 hours 3 hours

How do you create a list of individual staff priorities?.....

How much time is spent re writing information each week? Sales request, creating estimates, job orders etc

How many times each week do production personnel have to contact customer or sales person for more information on job due to lack of information on job sheet ?

- Once Twice About 5 Many times Too many to count Other.....



Goal setting – what are your goals for

12 months.....

24 months

36 months

Comments.....



What are the top 3 issues in your business

Issue No. 1

Issue No. 2.....

Issue No. 3.....

Comments.....



Describe the following points of your business

Strengths

- 1.....
- 2.....
- 3.....

Weakness

- 1.....
- 2.....
- 3.....

Opportunities

- 1.....
- 2.....
- 3.....

Threats

- 1.....
- 2.....
- 3.....

Describe your biggest disaster.....
.....

Describe your greatest Achievement.....
.....

Any other comments.....
.....

How can we help?.....
.....