

Business Fitness Check-Up - The Muskegon Chamber of Commerce is working with the MI-SBTDC and SCORE to provide assistance to our members and small businesses. This business check-up was created to help you think about your business objectively. Find out how you rate by answering the questions below.

Scoring: Give yourself 1 point for each Yes question.



- Have you created or updated your strategic plan in the last two years?
 - Does your staff or team understand your strategy and direction over the next three years?
 - Are you fully utilizing social media appropriate to your business?
 - Is your business keeping up to date with the latest technology to serve your customers?
 - Have you created or updated your marketing plan in the last year?
 - Is your customer base growing and diverse with no one customer dominating revenue?
 - Does your company have a healthy profit in comparison to your industry?
 - Do you have an annual budget that is monitored monthly through your Profit and Loss statement?
 - Do you use your Balance Sheet to make management decisions?
 - Is cash flow sufficient to stay current with vendors?
 - Do you have a low employee turnover rate?
 - Do your employees have measurable goals?
 - Are your systems/processes working efficiently?
 - Are products and/or services delivered on time?
 - Do you have a source for sound advice such as a mentor, advisory board, consultant or peer group?
 - Are you using free or low cost community business services such as SBTDC, MI Works, Chamber, or Community Colleges?
 - Do you have strong customer retention?
 - Are you implementing your plans (financial, marketing, strategy)?
 - Is your sales force delivering a consistent message about your product or service?
 - Overall, are you satisfied with the current results and/or profitability of your business?
- Other concerns or questions (optional) _____

_____ **Total**

Scoring: Give yourself 1 point for each Yes question.

- 16-20** Looking good! Congratulations! Your organization is on solid ground and positioned for the future. Let us know if we can offer resources to help your business grow.
- 11-15** Great progress! You have a lot of things in place, but it wouldn't hurt to get some outside assistance. We may have services and resources that can help you on this journey.
- 6-10** You might be busy working *in* the business not *on* the business. This is a common challenge when you are growing. A little outside assistance might be just what you need.
- 1-5** Depending on the size of your business and your expectations for growth, you may benefit from assistance with planning and putting some processes in place. Let us connect you with some resources.

Would you like someone from the Chamber and SBTDC to contact you? If Yes:

Business Name _____ Your Name _____
 Phone _____ Email _____

The following survey was created by the MI-SBTDC and the Chamber of Commerce. It is used to assess general strengths and weaknesses of your business and connect you with the right resources at the right time. It is not meant to predict the potential outcome or future of your business.

MISBTDC
 MICHIGAN
 SMALL BUSINESS
 & TECHNOLOGY
 DEVELOPMENT CENTER™
 616-331-7370
 misbtcd.org/region7

SCORE
 FOR THE LIFE OF YOUR BUSINESS
 231-722-3751
 www.scoremuskegon.org

e-merge
 Empowering Entrepreneurs
 on Michigan's West Coast
 231-724-3173
 e-mergewestmichigan.org

MUSKEGON LAKESHORE
 CHAMBER OF COMMERCE
 231-722-3751
 muskegon.org