

Simplified Business Advisory Questionnaire

Name of Participating Organisation: _____

Type of Industry/Business: _____

Key Products & Services: _____

Pls take 15-20 mins to answer these questions. Your frank assessment and answers to these questions will help you better understand your business in terms of strengths and weaknesses. It will help you uncover insights on how you can improve your business to achieve more results and sustainable business success.

Questions:

1 *Marketing Management & Branding Strategies*

- 1.1 How do your products and services fulfil the customer needs based on the market segment(s) identified?
- 1.2 How do you differentiate your products and services from the other market players and competitors?
- 1.3 What are your marketing and promotional strategies? e.g. advertising, sales promotion, personal selling, direct marketing, PR & publicity. Please describe them.

2 *Human Resource Management*

- 2.1 What are some typical training programmes that the organization has for the employees? How do you know if the training programmes have been effective? What are some of the mechanisms used?
- 2.2 What are the remuneration and compensation benefits for your employee's performance and contribution towards the organization? E.g profit share, bonus, variable wages and commission? If so, please describe briefly.
- 2.3 How are your employees recognized for outstanding work performance?

3 *Operations Capabilities & Productivity Management*

- 3.1 What are your organisational key operational processes? How are these areas being tracked or recorded? (e.g. production cycle time, quality control, logistics management, service waiting time)
- 3.2 What are some of the ways the organization has introduced and implemented to improve productivity i.e. enhance the operational processes?
- 3.3 How does the organization manage customer feedback or complaints? Is customer feedback and/or complaints tracked and followed up?

4 *Financial Management*

- 4.1 How often does the management conduct financial review e.g. on financing costs, return of investment, enhancement of equity? When was the last time conducted and who was involved?
- 4.2 What is the criteria or consideration used for making an investment in the organization e.g. set-up of a new business unit or outlet, or buying a machine? Please describe briefly.
- 4.3 How is the financial performance of the organization measured? What are some key indicators or ratios used? Who reviews them?