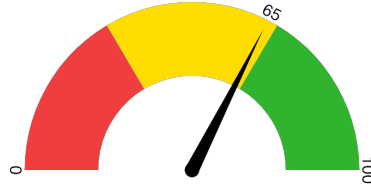


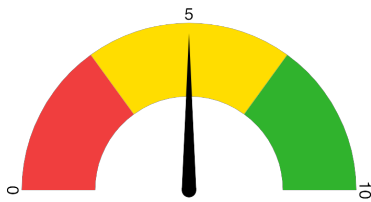
# Business Builder Main Form

## Business Builder Evaluation

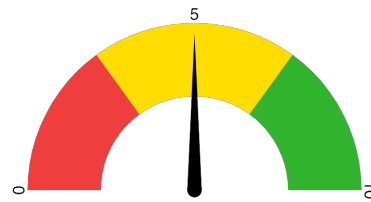
### Business Success Analysis



Overall Score (65)



Business Planning (5)



Product/Service Innovation (5)



Market Definition (7)



Finding And Growing Customer (8)



Capability to Deliver (8)



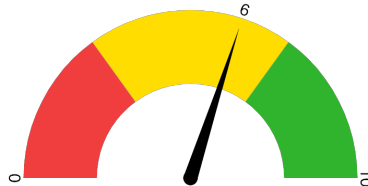
Finance Profitable (7)



Marketing Strategy (8)



Sales Plan Deliver (8)



Managing Optimal Team (6)



Governance and Compliance Requirements

>81	Chances are your business has sound health for the years ahead. You might want to consider strategic growth opportunities or other refinements to assist with your longer term success.
51-80	Chances are that although you are experiencing minor issues you are not positioning your business to maximise on the market opportunities nor focusing on strengthening internal capabilities and systems. Consider reviewing with your advisor to assist you with next level growth plan.
41-50	Chances are you will be experiencing some aches and pains, either internally with regards to delivery and performance, from a cash flow or financial perspective, or from other factors. Consider seeking the advice and assistance of an advisor to explore and recommend some remedies.
Below 40	Chances are its time for some significant "surgery". A performance review or other such options, including restructure, turnaround plan with focus on Financial and Sales Planning, may need to be considered.

# Contact Detail

**Name\***

Jim Morrison

**Email**

steve.global+33@gmail.com

**Business Name\***

Guitar Hero

**Provide a short description of your business\***

play

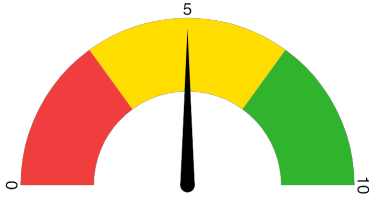
**Industry Sector**

88 Other business activities

**Business Advisor\***

241 | Sutton

# Business Planning - What are you targeting?



Your average score across the questions are 5 out of 10.

Perform the following activities to improve your performance planning and tracking:

1. Create a 2-5 year plan based on what the business needs to achieve and what it already has achieved. Target >15% revenue improvement on last years performance
2. Split the plan into monthly targets and allocate the targets against the relevant functions i.e. Sales and delivery
3. Track progress monthly against plan and correct where needed if a variance between target and actual appears

## Do you currently track your performance?

0 - Our Sales are great we will be okay at year-end  
10 - We track performance against our plan and competition

**Performance Tracking 0 to 10\***  
Your Score: 5

## Do you have a 2 to 5-year plan indicating where you want to be?

0 - We base our growth on last years performance  
10 - We have a strategy with clear objectives to achieve it

**Future Plan 0 to 10\***  
Your Score: 5

## Have you set goals and targets for your business?

0 - We don't have targets  
10 - We have a plan with goals that we track monthly

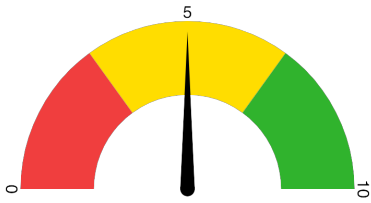
**Business Goals 0 to 10\***  
Your Score: 4

## Do you track your performance against plan?

0 - We make sure we don't miss targets or else we try again till we achieve it  
10 - We track important goals and review progress weekly

**Performance Targets 0 to 10\***  
Your Score: 6

# Product/Service Innovation



**Your average score across the questions are 5 out of 10.**

The following activities should be incorporated into your plan to improve your score:

1. Create a formal innovation and product development process
2. Include all departments and employees in the process and not just management
3. Track market trends and development in your monthly meetings
4. Implement formal innovation measures across the business

## How often do you roll out new products and services?

0 - Our existing products/services are still good enough      10 - We have a formal product development tracking pipeline with business case

### Product Plan 0 to 10\*

Your Score: 3

## How do you manage new product/service development?

0 - We plan new products/services when revenue is down      10 - We track market needs and constantly develop new products/services

### Product Development 0 to 10\*

Your Score: 4

## Who does your product/service development?

0 - Only management is involved      10 - We involve the entire value chain from customers to staff

### Development Responsibility 0 to 10\*

Your Score: 5

## How do you innovate in your business?

0 - We copy the market      10 - We have innovation targets tracked monthly

### Innovation 0 to 10\*

Your Score: 8

# Your Market - Market Definition



**Your average score across the questions are 7 out of 10.**

The following activities should assist with your growth strategy:

1. Investigate expanding sales into existing markets through either increasing sales activities or finer segmentation of customers
2. Investigate new market development using your existing products or services
3. Link targets to your 2-5 year plan ensuring execution of your overall strategy

## How do you plan which market to target sales into?

0 - Our sales are based on demand      10 - We have a formal plan to target new markets

**Target Market 0 to 10\***  
Your Score: 5

## Are you looking for new growth?

0 - We focus on the existing market due to limited resources      10 - We need to grow so we regularly plan new markets

**Market Mix 0 to 10\***  
Your Score: 7

## Are you generating sales from new markets?

0 - All sales are from current markets      10 - We have sales targets from new markets

**New Markets 0 to 10\***  
Your Score: 8

## How well are you growing your existing market?

0 - We don't have a formal up/cross-sell plan      10 - We track up/cross-sell sales from existing markets

**Market Growth 0 to 10\***  
Your Score: 7

# Your Customers - Finding and growing your customer base



**Your average score across the questions are 8 out of 10.**

The following activities need to be incorporated into your overall customer service and sales plan:

1. Convert sales and revenue targets into the number of customers that needs to be added monthly
2. Ensure that your customer retention is high and that you are not losing any customers monthly
3. Track profitability on product/service level ensuring that each is measured against a business case
4. Investigate customers service and sales process automation in order to increase end to end customer service levels
5. Measure customer service using the net promoter score system.

## How do you manage customer value?

0 - We do not manage or track customer value

10 - We have a detailed plan that focuses on customer lifetime value

**New Business 0 to 10\***

Your Score: 8

## Do you manage customer churn?

0 - We lose some customers but get new ones regularly

10 - We closely manage customer churn and churn reasons

**Product/service margins 0 to 10\***

Your Score: 8

## How do you use systems to improve sales and customer service?

0 - Our customer processes are mostly manual

10 - All our customer processes are automated and tracked

**Service Automation 0 to 10\***

Your Score: 7

## How satisfied are your customers?

0 - We do not measure but get little or no complaints

10 - We measure customer service and implement improvement plans

**Customer Service 0 to 10\***

Your Score: 8

# Capabilities - Have you got the capability to deliver



**Your average score across the questions are 8 out of 10.**

The following activities can be completed to improve business capability:

1. Implement a quality measurement and management process
2. Investigate current supplier delivery and how it fits in with your service levels. A supplier contract should be in place with agreed SLAs
3. Business automation software can improve your ability to deliver on increasing order numbers and more stringent customer requirements

## How do you ensure you deliver high-quality products/services?

0 - We track all complaints and always deliver high quality

10 - We have formal quality measures that we review monthly

**New Business 0 to 10\***  
Your Score: 8

## How do you improve your performance?

0 - We have a good idea of current and required staff competencies

10 - We conduct and align with formal capability audits

**Product/service Margins 0 to 10\***  
Your Score: 8

## How do you ensure quality delivery through partners and suppliers?

0 - If they fail to deliver we do not use them again

10 - We have a supplier and partner SLA performance management plans in place

**Partner/Channel SLAs 0 to 10\***  
Your Score: 8

## Do you use systems to improve your business?

0 - We use Microsoft for all our needs

10 - We have an integrated workflow and delivery system

**Business Systems 0 to 10\***  
Your Score: 7

# Finance - How profitable are you?



**Your average score across the questions are 7 out of 10.**

The following activities should be incorporated to ensure financial performance and business viability:

1. Prepare your P&L, Balance Sheet and Cash Flow statements for review
2. Analyse all expenses ensuring they are linked to profit-generating activities
3. Analyse customer and product profitability
4. Develop a budget for the next 12 months detailing revenue and margin targets
5. Establish monthly meetings to review and plan around your financial statements

## How do you manage cash flow in the business?

0 - We track cash flow using our bank statements

10 - We have formal cash flow projections that we review monthly

**Financial Management 0 to 10\***  
Your Score: 7

## Are you able to track profitability margins for each product/service?

0 - We only manage the overall gross and net margins we make

10 - We track and manage margins for each product/service we sell

**Improvements 0 to 10\***  
Your Score: 6

## Do you have a formal credit management process in place?

0 - We track all outstanding invoices monthly

10 - We have structured credit reports in place that we track monthly through credit reports

**Credit Management 0 to 10\***  
Your Score: 7

## Do you know your current profitability?

0 - We review all accounts at year-end

10 - We review monthly profit and loss reports

**Profitability 0 to 10\***  
Your Score: 8



# Marketing - What is your marketing Strategy



**Your average score across the questions are 8 out of 10.**

The following activities will help you optimize your marketing strategy

- **A marketing plan and a budget:** Getting a plan that will support you and clearly communicate to your team and acted on day by day - even when business is doing well.
- **A well-developed product or service:** Make sure you do your research and listen to your customers before sending your product out to the market.
- **A professional brand:** A brand is much more than a logo. It encompasses everything people see, hear, think, and feel about your business.
- **Professional marketing materials:** Your business card, sales brochures, sales letters, website, signage, uniforms, and car decal speak volumes about your business. Make sure they look professional and appealing at all times.
- **An elevator pitch:** In the course of marketing your business you will get asked thousands of times What do you do? Make sure you have a fun, interesting and memorable pitch ready at all times, and be able to deliver it in the time it takes to travel a few floors in an elevator.
- **A great website:** Your website must attract attention and give value to those who visit. Use it as a tool to retain and keep in touch with existing customers as well as for enticing new customers.
- **A simple database:** The backbone of all good marketing is about building a solid database of past, present, and future customers (prospects) so you can keep in touch and communicate regularly via e-newsletters, emails, and phone.

## Do you have a Digital Marketing Strategy?

- |                             |   |
|-----------------------------|---|
| 0 - We have a basic website | 10 - We run social media and other digital campaigns that are integrated into our CRM |
|-----------------------------|---|

**Marketing Strategy 0 to 10\***  
Your Score: 8

## How many leads does your Marketing create?

- |                                       |   |
|---------------------------------------|---|
| 0 - We don't generate that many leads | 10 - We generate sufficient leads that convert into sales |
|---------------------------------------|---|

**Marketing Improvements 0 to 10\***  
Your Score: 8

## How do you ensure you outperform your competitors?

- |   |  |
|---|--|
| 0 - We provide better quality services at a competitive price | 10 - We conduct market research to ensure a differentiated product/service positioning |
|---|--|

**Market Analysis 0 to 10\***  
Your Score: 6

## How much do you spend on marketing?

- |  |  |
|--|--|
| 0 - We dedicate budget when we need more sales | 10 - We have a formal marketing budget that we spend yearly on campaigns |
|--|--|

**Marketing Budget 0 to 10\***  
Your Score: 8

# Sales - Is your sales plan delivering?



**Your average score across the questions are 8 out of 10.**

The following activities can be completed to improve sales capability:

1. Ensure proper mapping of your products value proposition
2. Develop a sales funnel indicating progression through each stage
3. Develop a sales process and link to relevant stages and probability
4. Your business card, sales brochures, sales letters, website, signage, uniforms, and car decal speak volumes about your business. Make sure they look professional and appealing at all times.
5. Structure reports indicating sales pipeline value related to probability
6. Link back to business plan ensuring 3x cover available through weekly/month tracking
7. Provide team and individual sales coaching to the team weekly/monthly

## How do you manage your sales?

0 - We do not have formal sales targets but work hard to make sales every month

10 - We have yearly, monthly and weekly targets in line with our strategic goals

**Sales Targets 0 to 10\***  
Your Score: 7

## Do you have a structured sales process?

0 - Our sales teams follow their own processes

10 - We have a formal sales process linked to products/services flow

**Sales Process 0 to 10\***  
Your Score: 8

## Is the value of your sales pipeline greater than your revenue targets?

0 - Not sure what our sales pipeline is worth

10 - We ensure 3 times our company revenue targets in our pipeline as cover

**Sales Pipeline 0 to 10**  
Your Score: 8

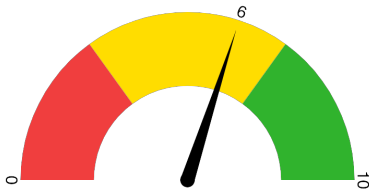
## How do you rate your sales teams skills and capabilities?

0 - We do basic sales training but don't measure sales capability

10 - We have a formal sales training and skills development plan

**Sales Training 0 to 10\***  
Your Score: 7

# People - Are you managing an optimal team?



**Your average score across the questions are 6 out of 10.**

The following activities will ensure you optimize your resource management:

1. Develop a resource requirements plan in line with the overall strategy for your business
2. Ensure each position has a job description and targets linked to the overall plan
3. Link compensation and training to the relevant job descriptions
4. Measure the performance of each employee and department monthly

## How do you align everyone with your business targets?

0 - We inform all staff of our business targets for the year

10 - We break down business targets into each employees performance contracts

**Employee Targets 0 to 10\***  
Your Score: 2

## How do you ensure they are the right person for the job?

0 - We have a formal job application form

10 - We have formal job descriptions linked to a resource plan that supports the strategy

**Employee Management 0 to 10\***  
Your Score: 2

## How do establish employee training & Development requirements?

0 - We don't offer any formal training programs

10 - All positions in the business is linked to a development path and training program

**Training and Development 0 to 10\***  
Your Score: 3

## How do you ensure employee performance?

0 - We provide ad-hoc feedback to employees when needed

10 - We have targets for each employee and a performance management framework that we review quarterly

**Employee Performance 0 to 10\***  
Your Score: 3

# Governance - Are you complying to all governance and compliance requirements?



**Your average score across the questions are 3 out of 10.**

Look at the following activities and focus areas to align your governance initiatives:

1. Create simple internal policies such as a code of conduct that clearly sets-out duty of care, skill, and diligence.
2. Demonstrate effective leadership characterized by ethical values of responsibility, accountability, fairness, and transparency.
3. Separate roles and responsibilities of the shareholder, director, and manager to limit liability and ensure the effective division of labor and function. Consider creating a small board of directors if you are a company or implement a management structure.
4. Do your bit for your local environment and community - nature, society, and business are interconnected.

## Are Performance measurement of Board of Directors, Senior Management, Owners done?

0 - We do not measure board or management performance

10 - Monthly, Quarterly, and yearly reviews are in place for the board, management, and owners

**EmployeeTargets 0 to 10\***  
Your Score: 2

## Are there defined roles, duties, rights, and expectations between the Companies governing bodies?

0 - We don't formally track this

10 - Interactions among the Owner(s) Partners, Shareholders, the Directors of the Board, Managers and Key Employees are defined and managed

**Employee Management 0 to 10\***  
Your Score: 2

## How does the business manage risk?

0 - We don't have a formal risk management process in place

10 - There are measures, controls, and policies in place for the Company to regularly assess Failures and Risks

**Training and Development 0 to 10\***  
Your Score: 3

## How often are Policies and Procedures updated to take into account changes in Legislation and Regulations?

0 - We dont have formal reviews but I am sure we are compliant

10 - Conformance to Laws, Statutory Controls, Legislation, and formal Regulation are regularly reviewed and amended

**Employee Performance 0 to 10\***  
Your Score: 3

## Financial Performance

What was your net profit before tax last year?	1000000
What was your net profit before tax two years ago?	800000
What was your net profit before tax three years ago?	199922
What is your gross profit margin in the last year?	35%
What was your net income in the last year?	10000000
What was your total sales in the last year?	15000000
What was your asset value in the last year?	6000000
What was your shareholder's equity value in the last year?	1000000
Return on Equity (ROE) as %	10

## Growth Mindset

How many years has the business been running?	5
Which option are you looking to implement in the long term?*	Sell the business
What was your year on year sales growth based on your last completed year?	15%
How much are you expecting to grow sales for the current year?	15%

# Overall Analysis

Next, we review your results and will provide you with a report highlighting your performance in the following areas. Our team will contact you in the next 24 hours to set up a meeting to review the results with you.

Below please find your score out of a 100 with a guideline of how to interpret it. We have also included your success probability and explanation of the likely positioning and owner motivation profile that underlies your current business performance

Your Score out of 100 - **65**

Success Rate Percentage - **65**

Section 1: Business Planning - What are you targeting

5

Section 2: Product/Service Innovation

5

Section 3: Your Market - Market Definition

7

Section 4: Your Customers - Finding and growing your customer base

8

Section 5: Capabilities - Have you got the capability to deliver

8

Section 6: Finance - How profitable are you?

7

Section 7: Marketing - What is your marketing Strategy

8

Section 8: Sales - Is your sales plan delivering?

8

Section 9: People - Are you managing an optimal team

6

Section 10: Governance - Are you complying to all governance and compliance requirements?

3

We have Calculated your scores and will be able to show you how your business is performing and more importantly how to improve each area. Again the results will be linked to the development plan shown as an example

# Business Analysis and Valuation

We will provide you with a detailed valuation and strategic analysis to assist you in building a successful and scalable business.

Based on your Business Builder Score we are able to calculate the value of your business today and then estimate the value that we can add working together on the development plan example below. One of our consultants will review the results and possible value increase with you.

Valuation with score between 0 - 30 - **666641**

Valuation with score between 31 - 60 - **1666602**

Valuation with score between 61 - 70 - **2666563**

Valuation with score between 71 - 80 - **3333203**

Based on the score you achieved we are able to determine the maximum multiple of earnings that your business would be able to get. The average multiple of earnings are normally 3 times but in SA the multiple is a bit lower due to risk and owner management structures.

Working with you we not only target the increase of the score and your overall maturity rating but also work with you to get to at least a 6 times multiple for your business. Below is an indication of what this would look like compared to where you are now.

Valuation with score >80 - **3999844**