



Please fully complete the **CONFIDENTIAL** Gap Analysis Form.

Name of Company: _____
Owner: _____
Address: _____
Phone: _____
Fax: _____
Email: _____ Website: _____
Type of Business: _____
Years in Business: _____ Annual Sales: _____ Net Profit Percentage: _____

MANAGEMENT AND OPERATIONS

1. Why did you start your business? _____
2. What service or product does your company provide to its customers? _____
3. Is your company:
a. Corporation ___ Sole Proprietorship? ___ Partnership ___ Other ___
4. Are there other owners? _____
a. Their names _____
5. If a corporation, do you have a Board of Directors? _____
6. Do you have a current Organization Chart? _____
7. How many positions do you directly supervise? _____
8. Do you have completed and accurate position descriptions? _____
9. Do you have written standards of performance for each position in your company? _____
10. Do you have established performance and compensation reviews? _____
11. How often do your employees receive performance reviews? _____
12. Do you have a Personnel Policy Manual? _____
13. Do you have written company goals and plans for the future of the company? _____
14. Do your managers support your company goals? _____
15. What was your employee turnover rate last year? _____
16. Do you have regular management meetings to review plans? _____
17. Are procedures clearly documented for all departments? _____
18. Do you have established training for all new employees? _____

19. Do you receive regular management reports? _____
20. Of your employees, how many are in:
- a. Sales: _____
 - b. Finance & Administration: _____
 - c. Operations: _____
21. How many employees are supervisors or managers? _____
22. What do you consider to be your biggest business problem?
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23. Who are your key people and what are their titles and incomes?

<i>NAME</i>	<i>TITLE</i>	<i>INCOME</i>	<i>YRS w/Co.</i>

MARKETING & SALES

1. Do you have a well-defined marketing plan? _____
2. Is your marketing plan based on current research? _____
3. Do you have an orchestrated sales process? _____
4. How are your sales personnel compensated? _____
5. Do you get monthly sales reports? _____
6. Do these reports give you the information you need? _____
7. What is unique about the manner in which you market your products/services?
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8. How often do you review your pricing policy? _____
9. What is your Positioning Strategy for your marketing plan?
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FINANCE

1. Do you have a profit & Loss Statement (P&L) and Balance Sheet prepared monthly? _____
- a. Are they accurate? _____
2. Do you understand your financial statements? _____
3. What is your percent net profit goal for this fiscal year? _____
- a. Are you on target? _____
4. Do you have an accountant? _____
5. Do you operate with an annual budget? _____
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6. Do you have a planned operating profit built into your annual budget? _____
7. How do you process your payroll (e.g., in-house, payroll service, other)? _____
8. What is the average amount of your monthly payroll? _____
9. Are you current with your federal and state taxes? _____
10. Do you have a cash management system? _____
11. Do you project each month's sales before the fiscal year begins? _____
12. Do you update your annual and monthly sales projections each month? _____
13. How soon after the end of each month do you see your Financial Statements? _____
14. Do you prepare an analysis of standard performance ratios each month? _____
15. Do you have a budget variance report prepared each month? _____
16. What amounts of accounts receivable are currently overdue?
 - 30 - 60 days \$ _____
 - 60 - 90 days \$ _____
 - 90 - + days \$ _____
17. Have you had to access a credit line to meet payables or payroll obligations this year? _____
18. Do you maintain an accurate cash flow projection? _____
19. At the end of the last fiscal year,
 - What were your total assets? \$ _____
 - What were your total liabilities? \$ _____
 - What was your net worth? \$ _____
20. Do you have sufficient working capital to obtain the equipment you need? _____

SELF-MANAGEMENT

1. Are your personal goals clear to you? _____
2. How often do you review them? _____
3. How many hours do you work for your company each week? _____
4. What percent of your time do you spend?
 - Selling _____
 - Managing _____
 - Planning _____
 - Attending meetings _____
 - Reviewing reports and financial data _____
 - Dealing with personal problems _____
 - Doing technical work _____
 - Other _____
5. In the past three years, how many days did you take off from work for vacation?
 - Year One: _____
 - Year Two: _____
 - Year Three: _____
6. What was the longest vacation you have taken in the past three years? _____

7. Is your personal income sufficient to meet your desired standard of living? _____
8. Do you have a clear picture of how you want your business to look? _____
9. Do you believe your business is organized? _____
10. Do you currently have an effective means of tracking your work? _____
11. Is most of your time planned? _____

WHAT ARE YOUR GOALS AND OBJECTIVES?
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What would you like your company to become in the next 3 to 5 years?

What are the major obstacles standing in your way?

If the business were operating just as you describe it, what would you get out of it?

What would be your role in the business?

After completing your Gap Analysis

FAX to:

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