**Omage Business Review**

**Keep your Business Growing**

A Business Owner’s assessment tool to monitor your Business growth by reviewing key aspects of your Business against previous assessments enabling you to identify the areas that need developmental change to maintain your goals.

As well as identifying the Business, the Industry, Industry Type, Location & Reach you will also be reviewing the key aspects required to achieve any marketing program such as employees, customer base, general marketing, digital marketing, environment we exist in.

It is best that each review period is quarterly on set dates to try and make reviews consistent against seasonal fluctuations and comprise of 4 reviews which allows an annual business review to be completed at the end of each financial year.

So, Let’s get you started

**Business Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Address / Location** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Industry** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Industry Type** I think it is important to have some understanding of your potential need in the community at any time as a contrast between what I term as an essential service V’s discretionary spend. As an example, some of my past experience was in Café/Restaurant ownership. While food is an essential service as we require food products on a day to day basis actually attending a restaurant to be entertained with menu variety, family treats etc is very much a discretionary spend. I would rate restaurant dining 10% essential 90% discretionary

|  |  |  |
| --- | --- | --- |
| Essential | Discretionary | Total = 100 |
|  |  | 100 |

How you access your Industry Type may have a bearing on your competitive area. For example, with food as a raw product your competitive area might be quite local however you would be at the top end as far as price goes competing against raw product suppliers. However, as a discretionary spend your competitive area might be quite large as you need to consider other areas of discretionary spend such as fast food, movie theatres, fun parks etc

**Employees**

One of the easiest key indicators with staff is to categories them into 2 categories:

1. Staff – employees who are only interested in turning up to get paid and will do as little as is possible to achieve it. Unfortunately, we all have some of these
2. Talent – employees who understand that Business success creates work satisfaction and opportunity for more work

I also add in an assessment called Potential – if an employee demonstrates the necessary attributes to increase their Talent area with the correct encouragement and training

When considering allocation of category consider one of your marketing programs. For its total success it would require an employee to record observations and communicate with customers. A new customer in a Restaurant/Cafe – when considering your marketing program would it be more complete if you knew that it was a family of 4 who are staying until Friday week who live a regional country area and have their family holiday here every year. Not hard to get in the majority of cases. If you do not have their contact number from a reservation you can ask for it to make contact with special offers

This example is for a Restaurant / Café, Theatre, Fun Park however every business has opportunities to obtain additional information. As with McDonalds – Do you want fries with that? Could be: Are you renovating?



**Business Suppliers**

This is really a review of the products you sell. How do they compare to your competitors? Has it improved or deteriorated from the last review? It all starts with your Suppliers and if you manufacture in house (eg kitchen). Is the quality / quantity to expectation? Score out of 10 As an example:

|  |  |  |  |
| --- | --- | --- | --- |
| In House  | To Quality | To Quantity | Comments |
| Kitchen Sample | 8 | 6 | Oversize |
|  |  |  |  |
| Suppliers | To Quality | Price Move | Comment |
| Vegetables | 8 | Up 5% | Drought affected price cycle |
| Meat – Beef | 7 | Up 10% | Drought affected price cycle |

**Economic Conditions**

The importance of this will be determined by your business type and the community you trade in. Is your business seasonal? Is your community a tourism locality? What is the make up of your domestic population Retirees? Families? Apartment style living?

My community is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Local Economy Positive // Negative // Stable

State Economy Positive // Negative // Stable

Federal Economy Positive // Negative // Stable

Comments \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Competitors**

List & Consider your main competitors. If more than 10 – consider your top 10

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| --- | --- | --- |
| Name | My best advantage over them | My main weakness to them |
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Comments \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Shop Front**

The Shop front compared to your main competitors (For an on-line business this will be your website see later)

Location Better than average // Average // Below Average

Comments \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Décor / Atmosphere Better than average // Average // Below Average

Comments \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Access / Parking / Public Transport Better than average // Average // Below Average

Comments \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signage etc Better than average // Average // Below Average

Comments \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Digital Presentation**

Consider your on-line presentation and interaction compared to your competitors

Website Presentation Better than average // Average // Below Average

Website up-to-date Yes // No

Website collecting statistics Yes // No

Comments \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Social Media in use**

Facebook Yes // No Up-to-Date Yes // No Posted regularly Yes // No Producing Statistics Yes // No

Instagram Yes // No Up-to-Date Yes // No Posted regularly Yes // No Producing Statistics Yes // No

LinkedIn Yes // No Up-to-Date Yes // No Posted regularly Yes // No Producing Statistics Yes // No

Twitter Yes // No Up-to-Date Yes // No Posted regularly Yes // No Producing Statistics Yes // No

Snapchat Yes // No Up-to-Date Yes // No Posted regularly Yes // No Producing Statistics Yes // No

Comments \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Customers**

Do you have a mechanism in place to record any customer specific information? Most business have a mechanism in place to record information so they can acknowledge, make offers, invite back or simply invite comment on their service. One of the latest I have noticed is – emailing a receipt for warranty purposes

Do you have a customer recognition program in place Yes // No

If Yes - Does it record sufficient for your marketing programs – Comment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 If No – Do you have any process where you may record a mobile, name or email address Yes // No

 Comment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Note - I would review your POS system, Reservation process etc to look to develop one. These days it is not a matter of whether you do it or not it is really about if it is used to its full potential*

**Once completed discuss the results with partners, family or a friend who may be able to help you compare the results with previous periods and identify some actions you may wish to consider going forward.**

**We, at Omage, are quite happy to provide an external “no obligation” assessment / comment on your results. Just email a copy to** **ritzypete1oc@gmail.com.au** **……………………. Regards & Keep your Business Growing ……. Peter**