

Business Success Scorecard



Do you want better results? Are you maximizing your potential? Use our handy Business Success scorecard as a measure and checklist for future use. Flip the page to learn more.

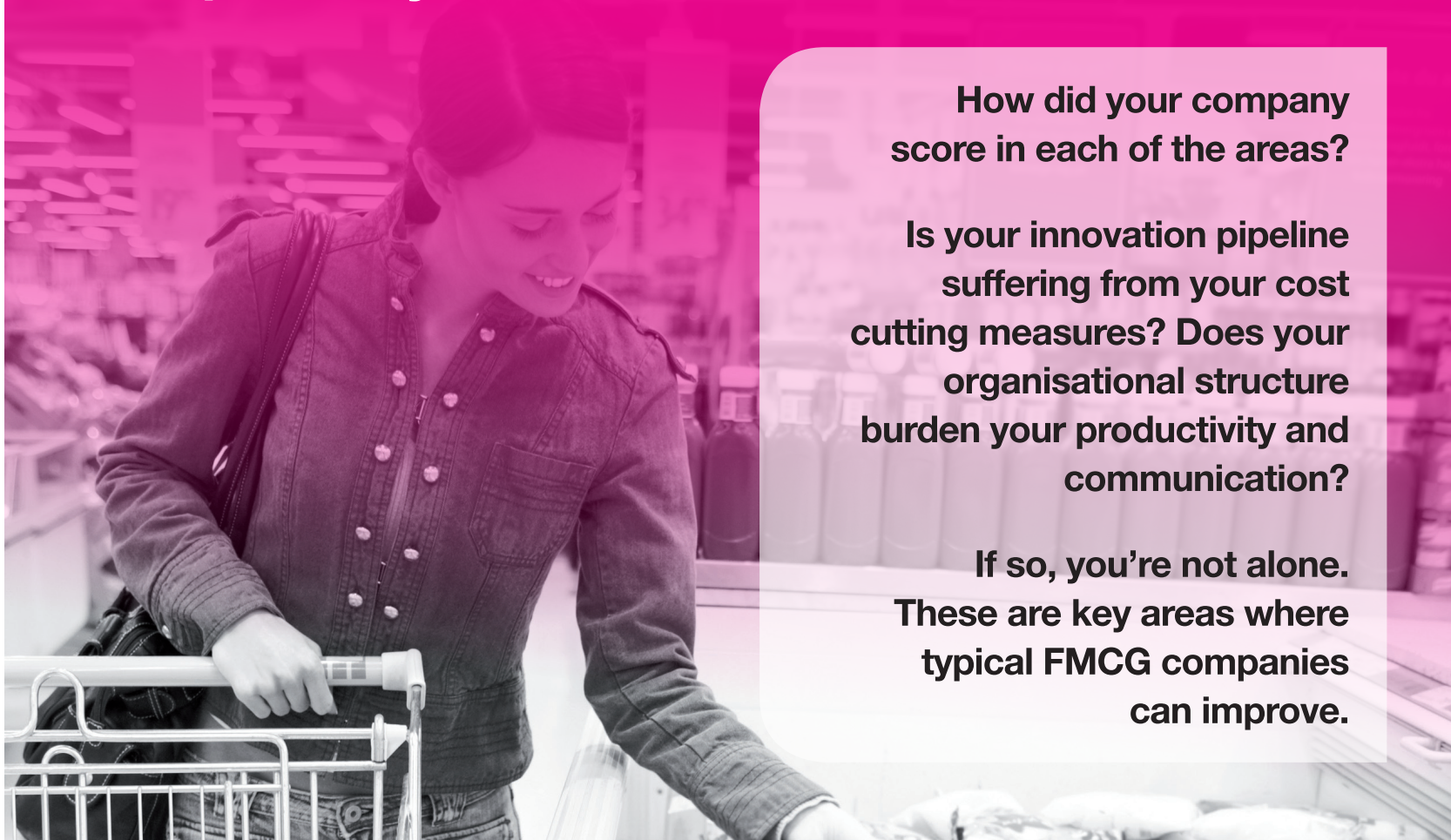
AREA	METRIC EXPLANATION	SCORE 10 = excellent
STRATEGY & STRUCTURE		
Overall Performance	As CEO of your company, how satisfied are you with your last three years' results?	(/10)
Bullet-proof Strategic Plan	Strategic Plan : provides for growth even through the tough times, is future / trend / change focussed, provides a clear competitive position and competitive strategy and offers clear goals, strategies and measures	(/10)
Optimal Business Model	Business Model is optimal for the business you are in NOW and for the future (not the past). Innovation pipeline, focus on thinking and growth (not just firefighting), productivity and morale is high, growth is faster than costs are rising	(/10)
Structures & Processes	Processes and structures match business model, fit for the future, minimize wastage and maximise value	(/10)
Measures & Reporting	Reporting is proactive, signals progress and trends, eyes firmly on the numbers, openly communicated through the company & used to motivate and change	(/10)
STRATEGY TOTAL SCORE	Total your scores for the first five questions:	(/50)
FINANCIALS		
Current Position	Sound cash position	(/10)
Bottom Line	Are you satisfied with your bottom line? Do you believe you have unidentified projects to deliver better results?	(/10)
Immediate Focus	Understanding of how the financials read: does your immediate focus need to be cost control or growth?	(/10)
Future Focus	Sales and marketing budgets intact and adequate to drive future growth (i.e. not attempting to 'save yourself rich'). Resources for innovation pipeline and people development.	(/10)
FINANCIALS TOTAL SCORE	Total your scores for these four questions:	(/40)
NEW PRODUCTS & MARKETS		
Pipeline	Pipeline is full. You have enough regrowth to generate stronger growth than costs.	(/10)
Growth	You have a clear process to grow your business.	(/10)
Market Understanding	You are crystal clear on where and who your target market is.	(/10)
SHOPPER TOTAL SCORE	Total your scores for the last three questions:	(/30)
CULTURE & COMMUNICATION		
Positive Culture	A business culture you can be proud of. Aligned to your unique point of difference, single-minded business purpose and supporting strategies. Staff are adding value (not detracting).	(/10)
Organisational Structure	Appropriate number of layers from top to bottom (i.e. not cumbersome). Reporting structure built for management decisiveness and clarity.	(/10)
Communication	Ongoing internal communications plans, strategies and initiatives that allow for feedback and input and build a level of comfort with change.	(/10)
ALIGNMENT SCORE	Total your scores for the last three questions:	(/30)
TOTAL SCORE	ADD THE SUBTOTALS FOR EACH SECTION	(/150)

www.shop-ability.com.au

Developing your business

- is our business.

ShopAbility. From the trade, for the trade.



How did your company score in each of the areas?

Is your innovation pipeline suffering from your cost cutting measures? Does your organisational structure burden your productivity and communication?

If so, you're not alone. These are key areas where typical FMCG companies can improve.

Have you ever just wanted an independent, non-judgmental third party to talk to, to give you a view of your potential and how you can further develop your business?

At ShopAbility, our team comprises CEO and Board-level professionals with decades of experience in global FMCG and Retail companies.

We can help your company regenerate and improve.

We understand the trade, because we're from it.

- ▶ Shopper Research
- ▶ People Development
- ▶ Business Strategy
- ▶ Category Management
- ▶ Route to Market
- ▶ Shopper Marketing
- ▶ Trade Marketing

Give us a call to arrange your FREE initial needs assessment meeting.

Peter Huskins

0412 574 793

Norrelle Goldring

0411 735 190

Margaret Haseltine

0418 246 234

www.shop-ability.com.au



SHOPABILITY

Standout Strategies: Shopper & Store