


**From:** Chamber of Commerce Tauranga Region Inc. [info@tauranga.org.nz]  
**Sent:** Monday, 21 January 2008 5:34 p.m.  
**To:** richard gee  
**Subject:** Important checklist for business owners



**b fit**



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*Business Vitality*



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# Business Owners Checklist

## Practical tool to identify the bottlenecks in your business

This checklist is a practical tool designed to assist business owners to identify the main issues they face – so they can act on them. It only takes 10 minutes to complete and could result in a huge benefit to your business.

By completing the checklist you also help the Chamber to find out what services (from training seminars to government lobbying) its members want. Please click on the issues that concern you or your business.

The combined results will be sent to people who have completed the checklist.

<b>1</b>	<b>Number of employees (including yourself)</b>
	<input type="radio"/> 1
	<input type="radio"/> 2-5
	<input type="radio"/> 6-10
	<input type="radio"/> 11-20
	<input type="radio"/> 21+
<b>2</b>	<b>I don't have the capital to expand the business</b>
	<input type="radio"/> Yes
<b>3</b>	<b>I spend too much time on tax administration eg GST, FBT etc</b>
	<input type="radio"/> Yes
<b>4</b>	<b>I spend an unreasonable amount of time on employment compliance</b>
	<input type="radio"/> Yes
<b>5</b>	<b>I'm frustrated by constant interruptions by staff and/or customers</b>
	<input type="radio"/> Yes
<b>6</b>	<b>I am frustrated because I can never find anything and things often have to be done twice</b>
	<input type="radio"/> Yes
<b>7</b>	<b>I will want to sell my business at some point but don't know what it's worth</b>

<input type="checkbox"/>	Yes
<b>8</b>	<b>I spend too much time on OSH compliance</b>
<input type="checkbox"/>	Yes
<b>9</b>	<b>We should have better employment contracts</b>
<input type="checkbox"/>	Yes
<b>10</b>	<b>I never seem to have enough time to work on the future of the business</b>
<input type="checkbox"/>	Yes
<b>11</b>	<b>I'm trying to grow the business but we're standing still and nothing I do seems to work</b>
<input type="checkbox"/>	Yes
<b>12</b>	<b>I intend to semi-retire in the next couple of years and am unsure if I should hand over the business to my family or sell it</b>
<input type="checkbox"/>	Yes
<b>13</b>	<b>I am a director of the company but don't really know the extent of my duties or legal exposure</b>
<input type="checkbox"/>	Yes
<b>14</b>	<b>I'd like to be a better leader – to be able to motivate and lead my team better</b>
<input type="checkbox"/>	Yes
<b>15</b>	<b>We do a fair amount of sales and marketing, but it's a bit of a jumble and there's no integrated plan</b>
<input type="checkbox"/>	Yes
<b>16</b>	<b>I don't have the time to get out on the road selling because I'm too busy in the business</b>
<input type="checkbox"/>	Yes
<b>17</b>	<b>I don't know what my sales rep/s do half the time - I'd like to be more in control</b>
<input type="checkbox"/>	Yes
<b>18</b>	<b>We've tried some email marketing but with not much success</b>
<input type="checkbox"/>	Yes
<b>19</b>	<b>Our selling effort is not good enough - we're not getting enough orders</b>
<input type="checkbox"/>	Yes
<b>20</b>	<b>I am frustrated that a lot of the money I spend on advertising is wasted</b>
<input type="checkbox"/>	Yes
<b>21</b>	<b>I read about my competitors in newspapers and magazines but can't seem to get anything published about my business</b>
<input type="checkbox"/>	Yes
<b>22</b>	<b>Some of my staff are poor at dealing with customers</b>
<input type="checkbox"/>	Yes
<b>23</b>	<b>We've got a good product/service, but aren't getting enough enquiries and leads to follow up on</b>
<input type="checkbox"/>	Yes
<b>24</b>	<b>We submit tenders and proposals, but are not winning enough contracts</b>
<input type="checkbox"/>	Yes
<b>25</b>	<b>I've spent lots of money on my website, but with little increase in enquiries</b>
<input type="checkbox"/>	Yes
<b>26</b>	<b>I know that branding is important but don't really know how to apply it to us effectively</b>

	<input type="checkbox"/> Yes
<b>27</b>	<b>Referrals are really important in our industry, but we're not getting as many as we would like</b>
	<input type="checkbox"/> Yes
<b>28</b>	<b>We've tried some letter drops and flyers to potential customers, but with not as much success as we would like</b>
	<input type="checkbox"/> Yes
<b>29</b>	<b>We are losing too many customers to the competition</b>
	<input type="checkbox"/> Yes
<b>30</b>	<b>We don't have a good system or database to capture enquiries, leads and other customer information</b>
	<input type="checkbox"/> Yes
<b>31</b>	<b>We are struggling to compete against big competitors who discount</b>
	<input type="checkbox"/> Yes
<b>32</b>	<b>I don't have a good understanding of Employment Law, or what my rights as an employer are</b>
	<input type="checkbox"/> Yes
<b>33</b>	<b>We don't have a formal process to appraise and manage staff performance</b>
	<input type="checkbox"/> Yes
<b>34</b>	<b>My staff don't work as a team - everyone is doing their own thing and conflict sometimes occurs</b>
	<input type="checkbox"/> Yes
<b>35</b>	<b>Some of my staff lack enthusiasm and aren't motivated</b>
	<input type="checkbox"/> Yes
<b>36</b>	<b>It's hard to recruit good people</b>
	<input type="checkbox"/> Yes
<b>37</b>	<b>If you want something done well you have to do it yourself - I've tried delegating some jobs but it just doesn't work</b>
	<input type="checkbox"/> Yes
<b>38</b>	<b>I've put a supervisor in charge of some of the team but it's not going well</b>
	<input type="checkbox"/> Yes
<b>39</b>	<b>I need to be able to discipline and dismiss staff but the law makes it too difficult</b>
	<input type="checkbox"/> Yes
<b>40</b>	<b>Some of my staff just don't know how to get on with team mates, and it is affecting my business</b>
	<input type="checkbox"/> Yes
<b>41</b>	<b>Employees keep leaving to go and work elsewhere - there's no loyalty</b>
	<input type="checkbox"/> Yes
<b>42</b>	<b>Our management and admin systems for Human Resources (HR) are inadequate</b>
	<input type="checkbox"/> Yes
<b>43</b>	<b>I get financial statements from my accountant, but don't really know how to use them to better my business</b>
	<input type="checkbox"/> Yes
<b>44</b>	<b>I'm not happy with my year-end tax accountant - they don't give me advice or suggestions on how I can do things better</b>

	<input type="checkbox"/> Yes
<b>45</b>	<b>I'm paying too much tax - surely there is a way I can pay less?</b> <input type="checkbox"/> Yes
<b>46</b>	<b>Our operating, admin, and running costs are way too high - there must be a way to reduce them</b> <input type="checkbox"/> Yes
<b>47</b>	<b>Our ability to pay our bills is severely constrained by our customers dragging out payment of invoices</b> <input type="checkbox"/> Yes
<b>48</b>	<b>I'm worried that our margins aren't big enough - sales are good but we aren't making much money</b> <input type="checkbox"/> Yes
<b>49</b>	<b>I'm getting ripped off by staff and/or customers, and I don't know how to stop it</b> <input type="checkbox"/> Yes
<b>50</b>	<b>My accounts administrator only uses our accounting software for invoicing and GST - I'm sure there is a lot more it can be used for</b> <input type="checkbox"/> Yes
<b>51</b>	<b>I should know more about KiwiSaver</b> <input type="checkbox"/> Yes
<b>52</b>	<b>Many of the new projects we attempt end up unfinished, or late, and cost more than we expected</b> <input type="checkbox"/> Yes
<b>53</b>	<b>Some staff members are frequently late and don't understand the value of time</b> <input type="checkbox"/> Yes
<b>54</b>	<b>I'm very busy with the demands of the business and it's affecting my personal and family life</b> <input type="checkbox"/> Yes
<b>55</b>	<b>Some staff members have poor communication skills and it's bad for business</b> <input type="checkbox"/> Yes
<b>56</b>	<b>I'm not a great negotiator - I'm often unhappy with the way things turn out</b> <input type="checkbox"/> Yes
<b>57</b>	<b>I'd like to run a more environmentally sustainable business, but am worried how it may affect profitability</b> <input type="checkbox"/> Yes
<b>58</b>	<b>I want to buy a business but am worried about paying too much or getting ripped off</b> <input type="checkbox"/> Yes
<b>59</b>	<b>I love my business but I'm sick of managing staff and their problems</b> <input type="checkbox"/> Yes
<b>60</b>	<b>I find it difficult to prospect for new sales leads</b> <input type="checkbox"/> Yes
<b>61</b>	<b>I know I should be doing market research, but don't really know how to</b> <input type="checkbox"/> Yes
<b>62</b>	<b>I keep on being dragged into doing technical tasks when I should be managing the business</b> <input type="checkbox"/> Yes
<b>63</b>	<b>I need to make presentations to groups but I'm not as good as I should be</b>

<input type="checkbox"/>	Yes
<b>64</b>	<b>Some of my staff need to be good at written communication, but aren't</b>
<input type="checkbox"/>	Yes
<b>65</b>	<b>I'm uncertain about some OSH regulations and what inspectors want</b>
<input type="checkbox"/>	Yes
<b>66</b>	<b>I find it hard to deal with difficult people and conflict situations</b>
<input type="checkbox"/>	Yes
<b>67</b>	<b>Some team members are really inefficient and disorganised</b>
<input type="checkbox"/>	Yes
<b>68</b>	<b>The business seems to be drifting without direction or purpose</b>
<input type="checkbox"/>	Yes
<b>69</b>	<b>We don't have a business plan</b>
<input type="checkbox"/>	Yes
[Submit]	

Thank you very much for taking the time to complete this survey.

If there are any issues not listed above please provide details to [info@tauranga.org.nz](mailto:info@tauranga.org.nz)

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