Business Health Check
Report

Company Name: ABCD
type: Manufacturing
Address: Tallawade, Pune
Date: 3rd March 2020
Input given by: Mr. Gopalan

Rating

Component	Actual Rating	Health Rank	Desirable Rating
Strategy	2.50	Below Average	>4.5
Portfolio	3.63	Good	4,25
Skills	3.85	Good	>4.5
Customers	3.19	Average	>4.5
Competitors	1.57	Below Average	>4.25
Finance	Data not available		>4
Sales	3.35	Good	>4.5

Strategy:

Good Symptoms:

1. The company has identified the

   visions

2. Bad Symptoms

1. The company doesn't breakdown the vision into goals and sub goals.
2. Vision statement always motivated the company but it is not mentioned only on review documents. The vision statement is not review in any formal meeting.
3. Action plans are not written and tracked.

Portfolio:

Good Symptoms:

1. Multiple verticals or products to run the business continuously.
2. The company is having capabilities to serve variety of

industry Bad Symptoms:

1. The company is working in same products segment or same portfolio since long time. No updates done.
2. All most all products are cash cows. No research done for star quadrant

Skills:

Good Symptoms:

1. Resource utilization of the company is very high.
2. Skills monitoring and tracking is being done by scoring

criteria Bad Symptoms:

1. The company has weakness in sales skills and it is threatening the business.
2. SWOT analysis is never done for the company to develop growth strategy.

Customers:

Good Symptoms

1. Long relationship with customers and getting repeat business since last many years.
2. Customers believe on quality and they don't even check all

deliveries. Bad symptoms

1. Difficulty in finding new customers
2. Existing customer never gave the reference for big and long term orders
3. More than 50% revenue is coming from top 2 customers

Competitors:

Good Symptoms

1. The company knows a few competitors.

Bad Symptoms

1. The company doesn't have complete knowledge about competitors.
2. Current market position and future market position is not identified.
   Also comparison of market position with competitors is not drawn.
3. Comparison of SWOT analysis with competitor is not done.
4. The company doesn't know the competitor who can give strong competition in the market.

Sales:

Good Symptoms

1. The company has limited but long term customers to give

business. Bad Symptoms

1. No new long term customer identified in last one year.

Overall health of the company is average. The company will grow up to a certain level only by hard work of promoters. Growth might have stagnated already. This is the high time to improve the style of working. The company should identify clear vision, goals, sub goals, action plans, skills and should track action plan until goals are achieved.

The company should **review the existing portfolio and should add more products range.** The company may define journey of market position as well.

** sample recommendations on next page**

Recommendations

The Wellworth needs to develop and implement strategy on all the components

Strategic Planning

1. Set the clear vision of the company and mention on all important places
2. Breakdown financial goals in monthly sub goals
3. Create non-financial goals and breakdown on monthly sub goals

	Yearly Goals	Short term sub goals				
Vision (long term)	*Goal 1*	*Sub Goal 1.1*	*Skills required*	*Action Plan*	*Success Criteria*	*Metric*
		Sub Goal 1.2	*Skills required*	*Action Plan*	*Success Criteria*	*Metric*
		Sub Goal 1.n				
	Goal 2	*Sub Goal 2.1*	*Skills required*	*Action Plan*	*Success Criteria*	*Metric*
		Sub Goal 2.2	*Skills required*	*Action Plan*	*Success Criteria*	*Metric*
		Sub Goal 2.n				
	Goal n	*Sub Goal n.1*	*Skills required*	*Action Plan*	*Success Criteria*	*Metric*
		Sub Goal n.2	*Skills required*	*Action Plan*	*Success Criteria*	*Metric*
		Sub Goal n.n				

Portfolio:

Link all the verticals with your vision. Analyze the entire portfolio to identify the amount of investment to be done in each vertical.

A portfolio analysis is recommended by using BCG growth share matrix and prioritizes the verticals. Based on this analysis, set the business goals for each vertical and align with vision.

THE GROWTH SHARE MATRIX

RELATIVE MARKET SHARE
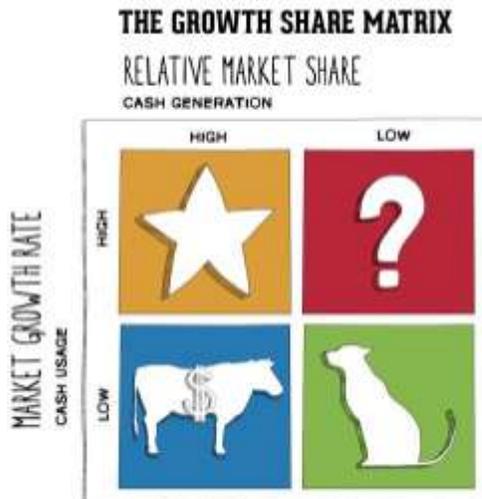
STAR – These are the products which give highest ROI than other product categories. These are market leader products and also need continuous investment of efforts and money to sustain in the market.

CASH COWS – These are often more matured and well established products in market. The simple rule here is to 'Milk these products as much as possible without killing the cow!

DOGS: The usual marketing advice here is to aim to remove any dogs from your product portfolio as they are a drain on resources.
However, this can be an over-simplification since it's possible to generate ongoing revenue with little cost.

QUESTION MARK: As the name suggests, it's not known if they will become a star or drop into the dog quadrant. These products often require significant investment to push them into the star quadrant.

Competitors

Competitors are source of motivation. The company must keep very close eyes on their activities. Market position is very important parameters because it tells you the difference between you and your competitors.

Create at least one goal for repositioning yourself in the market to achieve the vision.

High Value products

Small
Users

Big Users

Low Value products
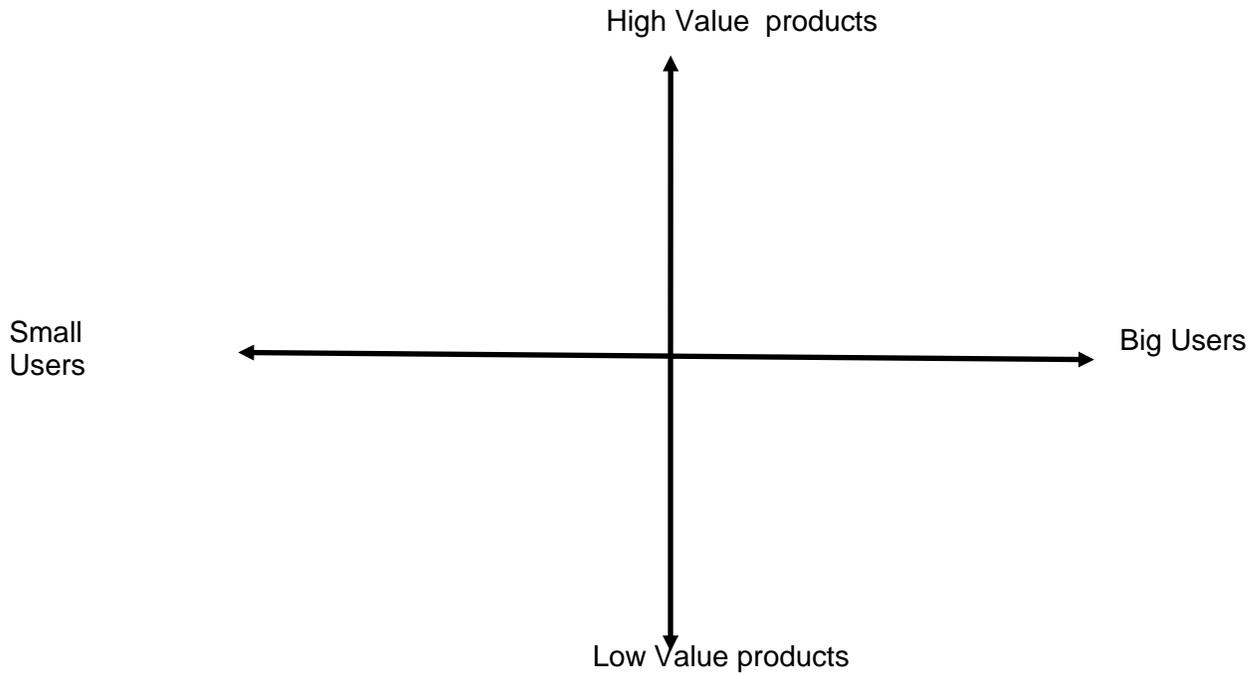
End of report

ISOBEX Management LLP

Disclaimer Note

This report is prepared based on the inputs given by the above said person during workshop conducted on Sunday, 3rd March, 2020. Based on these input, we as a consultant, form our expert opinion and recommendations. Output of recommendations is completely depending upon the implementation strategies. As a consultant and considering scope of this report, we are not responsible for implementation of recommendations. We disclaim any liability in connection of this report.

Thanking you

Vijay

Sakorikar