Business Needs Assessment

The Covid-19 Response Pilot Program will use this checklist as an Informal SWOT Analysis (Strengths, Weakness, Opportunities, Threats) to help Identify areas of need. Please use extra space In chart for notes.

|  |  |
| --- | --- |
| Name: |  |
| Email Address: |  |
| Phone: |  |
| Business Name: |  |
| Business Address: |  |
| Number of Employees (including self): |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| GENERAL MANAGEMENT | | | | | | | | | | | |  |
|  | | | | | YES | | NO | DON’T KNOW | | PROVIDE COPY | |  |
| Are you happy with the current performance of your business? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Has your revenue grown annually? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Do you track expenses to monitor profit variability? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Do you have a business plan or strategic plan? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |
| Do you have an evaluation method for your employees? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Do you have a need to develop systems for productivity? | | | | |  |  | |  | |  | |  |
|  | | | | | | | | | | | |  |
| Do you need renovations? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| MARKETING | | | | | | | | | | | |  |
| Do you have a website? List if so: | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Do you have a marketing plan? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Do you use direct marketing? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Do you have a social media presence? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Do you set a goal and measure marketing results? | | | | |  | |  |  | |  | |  |
|  | | | | | | | | | | | |  |
| Are your marketing efforts effective? | | | | | ☐ | | ☐ | ☐ | |  | |  |
|  | | | | | | | | | | | |  |
| Do you have a unique brand? | | | | | ☐ | | ☐ | ☐ | |  | |  |
|  | | | | | | | | | | | |  |
| Are you hitting your sales targets? | | | | | ☐ | | ☐ | ☐ | |  | |  |
|  | | | | | | | | | | | |  |
| Are you reaching your target group? | | | | | ☐ | | ☐ | ☐ | |  | |  |
|  | | | | | | | | | | | |  |
| Do you hold events and/or promotions? | | | | | ☐ | | ☐ | ☐ | |  | |  |
|  | | | | | | | | | | | |  |
| Do you partner with other business? | | | | | ☐ | | ☐ | ☐ | |  | |  |
|  | | | | | | | | | | | |  |
| Are you looking to improve in any of the following areas? | | | | | | | | | | | |  |
| Management | ☐ | Marketing | ☐ | Finance & Sales | | | | ☐ | Strategic Planning | | ☐ |  |