



QUESTIONNAIRE ON BUSINESS GROWTH STAGE

Instructions: Please respond to the question or statement on the basis of the current circumstances of your business and key areas. The question or statement are of Yes (true)/No (false) category.

We will go through the answers with you to understand which areas of focus to move your business towards the next stage of growth.

Stage: Start Up

- Are you the sole decision maker & doer?
- Do you have a clear strategy to know how to do most of the jobs that need to be done?
- Are you constantly doing everything?
- Are you looking for products and/or services with customers?
- Do you have an accountant?
- Are you looking for services with different customers using different channels & marketing strategies?
- Is your business extremely dependent on you. What are the risks you face, how do you deal with them?
- Is the business really yours, or is it only yours, family, friends, partner?

Stage: Initial Growth

- Do you find questions & requests to solve problems from your employees, customers & suppliers begin to bottleneck?
- Do you find you are not able to solve all the problems and requests with your own skills, but need help?
- Is there a need to delegate tasks so you can shift your focus to building the business?
- Business begins to experience bottlenecks and the feeling of stress.
- There are no clear business functions in your business?
- You find it physically and emotionally impossible to grow.
- The burden of managing the risks & making all the decisions yourself weighs you down.
- Business operations are hindered because people don't have "job in hand" projects, they wait to be assigned & do whatever is asked.

Stage: Rapid Growth

- Are customers showing signs of wanting products and/or services that you can offer, but you don't have the capacity to respond?
- Do you have the opportunity to make an acquisition, open a new store or increase a facility if you only had the financing to do so?
- Do employees don't know what the business vision and vision statement is, and don't know how their performance fits in with business growth.
- Do you require more formal and efficient systems to work with to manage product development, sales activities or marketing?
- Feeling the need to find ways that people can help you drive the business forward but don't know where to find them.



- Everything begins to accelerate, it's very exciting with a sense of danger.
- Your business grows rapidly requires you to act quickly.
- You have many opportunities for growth, but don't have people who think for themselves.

Stage: Continuous Growth

- Are you watching the potential threats or challenges of your competitors and the impact of positive or negative disruption?
- Is your team or employees ready for a potential crisis?
- Are you looking for new product market fit, diversify the business direction, have you in the past set up people with a holding back, developed a plan, communicated well, set up processes, procedures, systems and structures to support business growth?
- Do you have a clear vision about your business, that is not getting lost and you make an effort to update it regularly?
- No one seems to have the same urgency about change or preparing for the future as you do.
- You're the only one looking at the big picture and the additional factors that can impact your business.
- You're concerned your competitors might learn how to run the business without you.
- Your business becomes a leader in the market.