

# **Business Diagnostic**

**Modern Approach to  
Diagnostic  
and  
Enterprise  
Improvement**



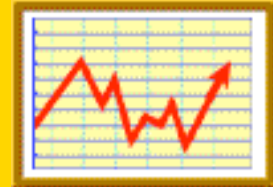
# OBJECTIVES

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- ❑ **Proven DIAGNOSTIC model to analyze your business**
- ❑ **Keep information confidential**
- ❑ **Devise a plan for Profit Improvement at Your Company**

# EXECUTIVE SUMMARY

- **Outcomes**



- **Action Plan – EIP**

- **Timetable**



# DIAGNOSTIC PROCESS

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- **Financial Health**
- **Strategic Issues**
- **People**
- **IT**
- **General Technology**
- **Processes**
- **Marketing**
- **Other**



# ROLES

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- **Consultant**
- **Department of State  
Development**
- **Management**

# PERSONAL INFORMATION

- **People**
- **Management of People**
- **Skills & Attitude**





# RATINGS

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- **Excellent      10**
- **Poor              1**
- **⚡ Idea – Flash Thought**
- **Be Objective and consistent**



# VISION

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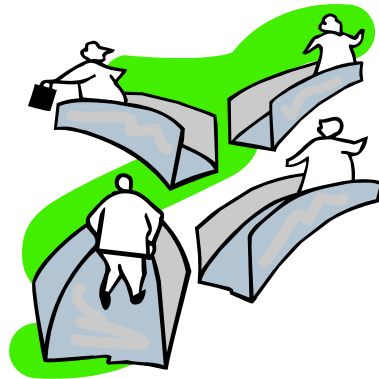
- WHERE – we intend to be





# MISSION

**HOW - we intend  
to achieve our  
VISION**



# PERFORMANCE MEASURES

- **People need to know how they are going.**



# COMPETITION

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- **KNOWLEDGE  
(about competitors)  
IS POWER**





# **FINANCIAL HEALTH & PERFORMANCE**

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- **\$ Information should be up to date, and,**
- **Used as an aid in the management process**



# FINANCIAL MEASURES

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- **P&L, Balance Sheet**
- **Gearing**
- **Long Term Assets (Wealth)**
- **ROI**
- **Liquidity**
- **Budgets and Variances**



# TRADING TRENDS

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- **Analyse**
- **Be consistent**
- **React !**

# HUMAN RESOURCES

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- **Organization**
- **Does everyone know what is expected of them ?**





# KEY PERSONNEL

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- **Define Job Functions,  
then,**
  
- **Select Individuals**



# ORGANISATION CHART

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- **Write the Job Specifications to Align with the Organization Chart**
- **Demarcation**
- **Delegation**

# COMMUNICATION

- **Formal**
- **Informal**





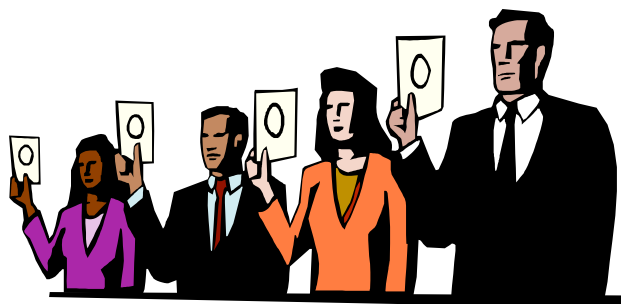
# **CULTURE IN THE ORGANIZATION**

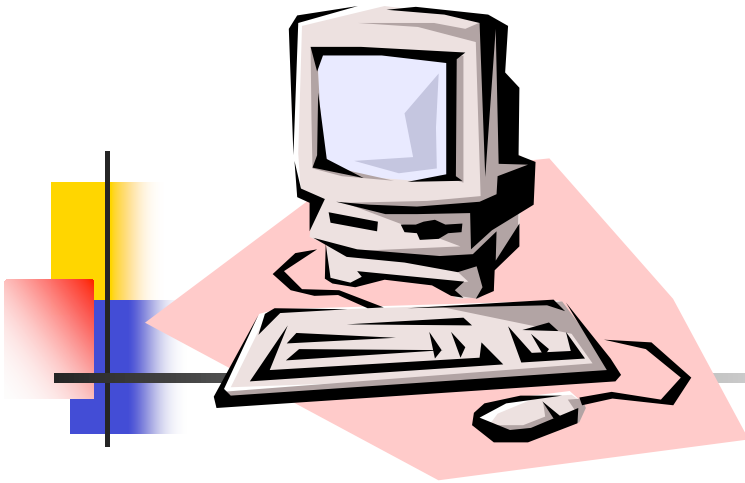
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- **Influence of the CEO**
- **Good & Bad Culture**
- **People's Performance**

# EMPLOYEE CLIMATE

- **Survey**
- **Respond**
- **Appraisals**
- **Re-visit**





**IT**

- **Suited to Your Needs**
- **Finance & Admin**
- **Marketing & Sales**
- **Communication**
- **Technical**



# GENERAL TECHNOLOGY

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- **Equipment**
- **Facilities**
- **Product Design**
- **Outsourcing**



# PROCESS

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- **Infrastructure**
- **Capacity of Production versus Sales**
- **%P vs %S**



# QUALITY SYSTEM

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- People
- Process
- Product



# MARKETING

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- **Pro-active**
- **Branding**



# SALES

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- **Where are the profits coming from ?**





# **MARKET SEGMENTATION**

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- **Products vs Customers**
- **Profits vs Products**
- **Profits vs Customers**
- **Look at the data and then devise the marketing plan**



# **PRICING ADVERTISING PROMOTION**

- **Consistent**
- **Professional**



# **CUSTOMER FEEDBACK**

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- **Survey – get the facts**
- **React**
- **Plan a Strategy**



# CONCLUSION

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- **Main Points from Diagnostic Seminar**
- **ACTION ITEMS**