

## Get Advisory Board - Business Model Audit

Business Model Component	Your Business Model Rating						
	Circle your rating on each item, then average the score for each section						
	In the following section 1= Poor: 7 = Excellent						
<b>1. Sales Growth</b>							
Control of Volatility & Variation	1	2	3	4	5	6	7
Resilience to Competitive Challenges	1	2	3	4	5	6	7
Potential-Growth Profile	1	2	3	4	5	6	7
Customer Retention Profile	1	2	3	4	5	6	7
<b>Average Score for Sales Growth Profile</b>	<input style="width: 100%; height: 20px;" type="text"/>						
	In the following two sections 1= Low: 7 = High						
<b>2. Gross Profit Margin</b>							
Control of Buyer Power on Price/Unit	1	2	3	4	5	6	7
Control of Supplier Power on Cost/Unit	1	2	3	4	5	6	7
Ability to Premium Price Products/Services	1	2	3	4	5	6	7
Control of the Potential for Waste	1	2	3	4	5	6	7
Control of Material Yield Rates	1	2	3	4	5	6	7
Control of Non-Value-Adding Activities	1	2	3	4	5	6	7
Control of Process Cycle Time	1	2	3	4	5	6	7
Control of Productivity of Labour	1	2	3	4	5	6	7
<b>Average Score for Gross Margin Profile</b>	<input style="width: 100%; height: 20px;" type="text"/>						
<b>3. EBIT (Earnings Before Interest &amp; Tax)</b>							
Control of Indirect Salary and Wages Cost	1	2	3	4	5	6	7
Control of Occupancy Cost	1	2	3	4	5	6	7
Control of Marketing Cost	1	2	3	4	5	6	7
<b>Average Score for EBIT Profile</b>	<input style="width: 100%; height: 20px;" type="text"/>						
	In the first part of the following section 1= Poor or Low: 7 = Excellent or High						
<b>4. Cash Flow</b>							
Supplier Credit Terms	1	2	3	4	5	6	7
% of Cash Sales	1	2	3	4	5	6	7
% of Credit Customers who Pay On-Time	1	2	3	4	5	6	7
	In the following line 1= High 7 = Low						
Short/Medium Term Need for Capital Expenditure (Replacements, Upgrades Etc.)	1	2	3	4	5	6	7
<b>Average Score for Cash Flow Profile</b>	<input style="width: 100%; height: 20px;" type="text"/>						

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	In the following section 1= Poor or Low: 7 = Excellent or High						
<b>5. Asset Turns</b>							
Capacity Utilisation	1	2	3	4	5	6	7
Cycle Time on Stock & Debtors	1	2	3	4	5	6	7
Use of Intangible Assets to Enhance Customer Satisfaction (Increase Sales)	1	2	3	4	5	6	7
Use of Intangible Assets to Maximize Process Efficiency (Reduce Cost)	1	2	3	4	5	6	7
<b>Average Score for Asset Turn Profile</b>							
In the following section 1=Difficult Access to Debt: 7 = Easy Access to Debt							
<b>6. Debt Funding</b>							
<b>Availability of Debt</b> - Lender's Perception of Risk	1	2	3	4	5	6	7
<b>Availability of Debt</b> - Business Performance Record	1	2	3	4	5	6	7
<b>Availability of Debt</b> - Banking Relationship	1	2	3	4	5	6	7
<b>Average Score for 'Access to Debt' Profile</b>							
In the first part of this section 1=Low: 7=High							
<b>7. Cost of Funds</b>							
<b>General Risk Factors</b>							
Robustness of the Sales Level	1	2	3	4	5	6	7
Stability of Direct Costs	1	2	3	4	5	6	7
Stability of Key Indirect Costs	1	2	3	4	5	6	7
Stability of Interest Costs	1	2	3	4	5	6	7
Stability of Cash Flow	1	2	3	4	5	6	7
For the rest of this section 1= Driver of High Cost: 7= Driver of Low Cost							
<b>Cost of Debt - Perceived Secured Risk</b>	1	2	3	4	5	6	7
Business Performance Record	1	2	3	4	5	6	7
Banking Relationship	1	2	3	4	5	6	7
<b>Cost of Equity – Your Opportunity Cost</b>	1	2	3	4	5	6	7
<b>Cost of Equity – Your Unsecured Risk</b>	1	2	3	4	5	6	7
<b>Average Score for 'Cost of Funds' Profile</b>							
<b>Add all the Average Scores to get a Total Ranking of your Business Model</b>							

Scores	
Above 35	Excellent High-Leverage Business Model
25-34	Talented but 'Could do Better'
20-24	You're Alive – But not having fun
15-19	Take Urgent Corrective Action!
Under 15	Abandon Ship!!