

# Caught the Economic Downturn? Time for a business health check!

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The key to operating a successful business and making money in an economic downturn or recession is to know where your business performs well and where it can improve.

The `signs' of a healthy business are sustainable profits and strong trading cash flows whereas the `symptoms' of a business underperforming and at risk of being `infected' by a recession or downturn include declining sales with high fixed costs.

People who care about their health visit an expert - their Doctor. Business owners who care about their business should similarly visit an expert - their Accountant and/or Financial Adviser to complete a **business health check**.

### Prevention is better than cure!

To ensure your business remains healthy and continues to prosper in these uncertain times you should undertake a business health check. A visit to your key professional adviser can protect your business from the full effects of a recession and better prepare you for recovery. Your Accountant or Financial Adviser can access online valuation technology that includes a *Value Driver and Risk Assessment Questionnaire*.

The **Questionnaire** acts like a health check and grades your business in terms of it's risk and **pin points** opportunities for value improvement; **the cure!**

Below is a sample of the many topics covered in the **Questionnaire**.

How healthy is your business?	Your Score	
	1 Poor	5 Good
1. Have you segmented your customer sales to identify profitable products/service lines and customer risk?		
2. Do you use benchmarking to identify your business' strengths and weaknesses?		
3. Does your debtor's policy include discounts for early payment and personal guarantees for large customer accounts?		
4. Does your approach to managing staff include capping salary increases and paying incentives for above budget performance?		
5. Do you have systems and procedures in place to reduce the business' reliance on you?		
6. Do your business protection strategies include adequate risk insurance in case of an unforeseen triggering event?		

Ask your Accountant or Financial Adviser to provide you with a copy of the Bstar `Value Driver and Risk Assessment' **Questionnaire** so your business thrives not just survives into the future.

### Disclaimer

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