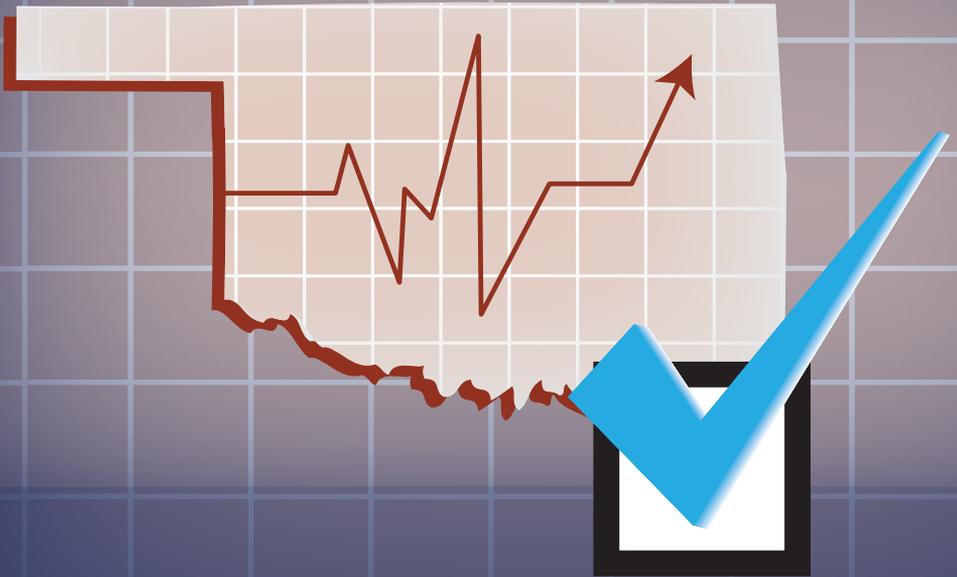


# SMALL BUSINESS Check-up



[www.oksbdc.org](http://www.oksbdc.org)

Supporting Small Business

# OUR STATE NETWORK

**T**hrough a strategic network of universities, colleges and community partners, the Oklahoma Small Business Development Center Network (OKSBDC) has been delivering quality business advising and training to Oklahomans for over 27 years. Across Oklahoma a new business is started by an OKSBDC assisted client every working day of the year. In 2011, our advisors spent over 13,000 hours advising new entrepreneurs and small business owners across the state.

Since 1984, the OKSBDC has served Oklahoma in partnership with the U.S. Small Business Administration, the state of Oklahoma and select universities and colleges. Our centers are strategically located throughout the state to provide business advising, research and training. Our confidential services are at no cost to our clients.

1984-2011

Twenty Seven Years  
of Growing  
Oklahoma's Economy

5,233	.....	TRAINING EVENTS
73,496	.....	CLIENTS
92,015	.....	TRAINING ATTENDEES
351,484	.....	ADVISING HOURS
354,681	.....	TRAINING HOURS

**facebook**



Find us on **Facebook** at [www.facebook.com/OklahomaSmallBusinessDevelopmentCenter](http://www.facebook.com/OklahomaSmallBusinessDevelopmentCenter) for weekly tips, news, and training events that can help bring success to your business!

# WHAT WE DO

**We Provide** confidential, high quality, no cost, one-to one, business management advising in all Oklahoma counties. The OSBDC professional advisors provide up-to date and practical information. We have the skills, knowledge and tools to help existing business owners grow and reach the next levels of success. We work with aspiring entrepreneurs from idea to first sale and beyond to ensure they have realistic plans for their future.

**We Support** our core business advising mission by providing small business management training and by building partnerships with organizations that have complementary missions and services. Our services are provided as part of a federal, state and local economic development partnership that results in successful business starts, thriving Oklahoma enterprises, increased private sector job growth and ultimately a more sustainable Oklahoma economy.

Business Planning   Capital Sources   Financial Analysis

Training and Education   Industry Research   International Assistance

Government Contracting

## INSTRUCTIONS

**Answer the following questions by checking either yes or no in the boxes provided. Once you've completed the questions, refer to the "Next Steps" section on page 6.**

## Background

Yes | No

- |   |                          |                          |
|---|--------------------------|--------------------------|
| 1. Would you describe your sales growth as: |                          |                          |
| Growing?                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| Shrinking?                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| Stagnant?                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Is the legal form of your business a:    |                          |                          |
| Corporation?                                | <input type="checkbox"/> | <input type="checkbox"/> |
| Sole-Proprietorship?                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Partnership?                                | <input type="checkbox"/> | <input type="checkbox"/> |
| LLC?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you own your facility?                | <input type="checkbox"/> | <input type="checkbox"/> |

## Management and Human Resources

- |  |                          |                          |
|--|--------------------------|--------------------------|
| 1. Do you have a reliable management team?                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Are there any anticipated management changes?                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Are there any employment contracts or agreements?                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do you have an employee handbook available for all employees?           | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Do employee wages include performance incentives?                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Do you have a contingency plan if you were unable to run this business? | <input type="checkbox"/> | <input type="checkbox"/> |

## Products and Services Offered

- |   |                          |                          |
|---|--------------------------|--------------------------|
| 1. Do you depend on suppliers for all or part of your business? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you have contingency plans for suppliers?                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you review and document all incoming inventory?           | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do you reconcile inventory monthly?                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Are your patent, trademark, or trade secrets protected?      | <input type="checkbox"/> | <input type="checkbox"/> |

## Market

Yes | No

- |   |                          |                          |
|---|--------------------------|--------------------------|
| 1. Is the market:                         |                          |                          |
| Mature?                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Growing?                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| Declining?                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Is there an opportunity for exporting? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you have current market research?   | <input type="checkbox"/> | <input type="checkbox"/> |

## Customers

- |  |                          |                          |
|--|--------------------------|--------------------------|
| 1. Do you gauge the satisfaction of your customers?                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Is there any trend among customers toward:                        |                          |                          |
| Integrating the manufacturing of this product into their operations? | <input type="checkbox"/> | <input type="checkbox"/> |
| Purchasing substitute products?                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| Switching to your competition?                                       | <input type="checkbox"/> | <input type="checkbox"/> |

## Competition

- |  |                          |                          |
|--|--------------------------|--------------------------|
| 1. Do you know who your top 3 competitors are? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you know what their unique advantage is? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Are they growing?                           | <input type="checkbox"/> | <input type="checkbox"/> |

## Sales and Marketing

- |   |                          |                          |
|---|--------------------------|--------------------------|
| 1. Is the company in a good location to reach your customers? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you have a process to price your products and services? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you have an advertising budget?                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do you have a direct sales force?                          | <input type="checkbox"/> | <input type="checkbox"/> |

5. Is there a forecast method in place for:

Production?

Sales?

Inventory?

## Operations

1. Do you have operational processes documented?

2. Are there performance measures/metrics in place?

3. Do you have a process to determine quality?

## Financial Considerations

1. Do you have audited financial statements?

2. Is your insurance coverage adequate?

3. Does the company have a written credit policy for customers?

4. Does your company deposit money periodically for Social Security taxes and federal withholdings?

5. Does your company track income and expenses?

6. Does your company compare financials with past periods?

7. Does your company reconcile bank statements monthly?

## Legal Matters

Do you have:

Minutes of Directors' and Shareholders meetings?

Contractual Agreements?

Any current or anticipated litigation?

Any product liability?

Operating Agreement?

# Confidential High Quality ADVISING

**Business Planning   Capital Sources   Financial Analysis  
Training and Education   International Assistance  
Industry Research   Government Contracting**

## NEXT STEPS

Thank you for taking a quick mini-check-up on your business. If these questions have made you think about areas of your business that might not be protected or prepared as thoroughly as you would like, then it's time for a no cost full business check-up from one of our advisors at the OKSBDC.

**STEP 1: Contact your OKSBDC advisor for an appointment.**

If you don't have one, go to [www.oksbdc.org](http://www.oksbdc.org) and register or call 580-745-2877 for your closest location.

**STEP 2:** Bring your check-up to the meeting.

**STEP 3:** Your OKSBDC advisor will visit your business and start the review process.

**STEP 4:** After review, your advisor will prepare a business analysis with recommendations.

**STEP 5:** You and your advisor will review the analysis and work together to create your plan of action.

**STEP 6:** Start implementing the plan.

**STEP 7:** You will start seeing positive progress for your business!

Give us a call today to get started moving to the **next level!**

# OKLAHOMA

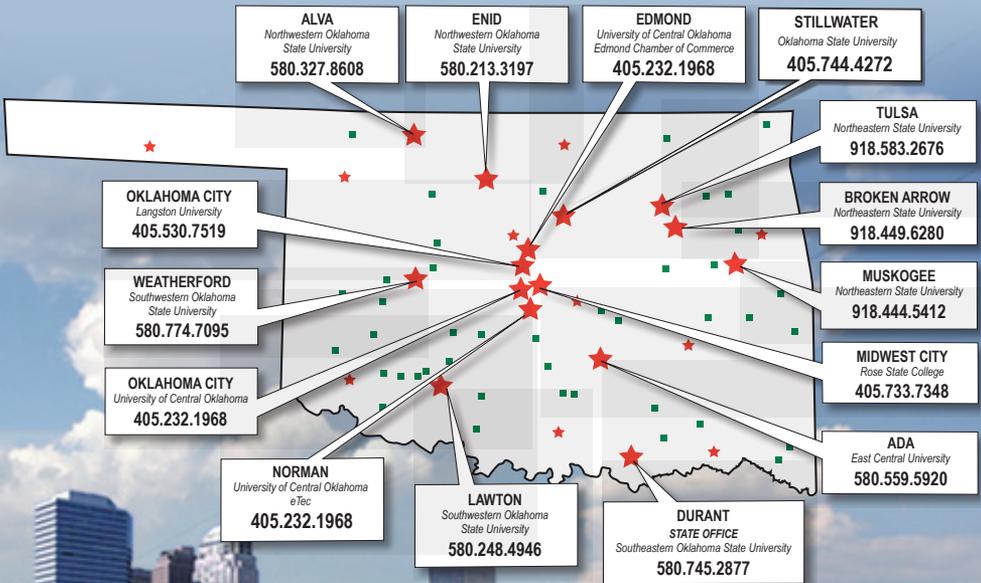
## SMALL BUSINESS DEVELOPMENT CENTERS

### Mission

The mission of the Oklahoma SBDC is to provide confidential, high-quality, no-cost entrepreneurial and small business management advising in order to help Oklahomans start and grow businesses.

### Vision

The Oklahoma Small Business Development Center Network will be the most highly regarded small business management advising organization in Oklahoma.



[www.oksbdc.org](http://www.oksbdc.org)