



# Profitability healthcheck

## Questionnaire

If you answer 'No' to any of these questions, consider how making some changes could help you achieve maximum profitability.

1. Do you know how profitable your product, service or customer is?  Yes  No  
*If not it's worth investigating this in more detail, to make sure your focus is on those areas that generate a profit for the business.*
2. Do you review the price you charge for your products or services on a regular basis?  Yes  No  
*If not consider what impact a price increase would have on your sales.*
3. Do you have a good monitoring system?  Yes  No  
*Do you know what items are and aren't selling?*
4. Do you regularly review and look for opportunities to reduce costs?  Yes  No  
*Can you get your raw materials cheaper?  
Could you switch utility providers to reduce costs?*
5. Do you monitor all your costs continually and carefully?  Yes  No
6. Are you careful/prudent with business spending?  Yes  No

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