

About Our Business Assessment Forms*

Thank you in advance for your interest in our Business Assessment Form's (BAF). These template's provide a step-by-step guide to evaluate the current status of your business. It will help understand your business reality. There are assessment forms in five respective areas:

- Financial Management
- Marketing Your Business
- Managing Your Resources
- Growing Your Sales
- Managing Your Operations

Guidance Notes:

- Do not rush in filling the respective assessment forms. Go at your pace and take all the time you need to complete each form to the best of your knowledge. Be very honest in your answers, as the more detailed you are the better and easier it will be to come up with an adequate plan for the growth and prosperity of your business. If you don't know the answer to a question, please write "**can't tell.**" In case the question does not apply to your situation, simply write "**N/A.**"¹
- Based on your assessment, with support or by yourself, identify the aspects of your business you would like to see changes. This will inform your related strategy; in a sense, you are fixing issues you see based on your assessment.

With the strategy, you project the future you want for your business in light of your assessment.

Example: after completing financial management assessment form, you should identify your financial goals that will inform the financial management strategy for your business.

- Develop an action plan to accompany the strategy; the action plan will contain the steps to be taken to get you to achieve your growth goals as outlined in the strategy.

Example: to achieve the goals outlined on financial management strategy, develop an action plan which is SMART; specific, measurable, achievable, realistic and timebound

- Get expert advice on growing and improving your business. Using your Action Plan, develop a detailed strategy outlining a sequence of steps that must be taken to address

¹ It is advised that you work with a coach, mentor

the issues you have raised during the assessment. Repeat this process for each assessment.

- We also encourage you to attend workshops taught by experienced Coaches. ITC / SheTrades workshops provide information and tips on business fundamentals, key business tools, and growth strategies. You will get the opportunity to interact with and learn from other women business owners facing the same challenges and learn best practices to surmount those challenges.
- Feel free to browse through our online workshops, training programs, and templates we have made available to you. We hope you will make use of these tools to help you learn and develop strategies for your business.