

COMPANY FITNESS TEST



Every company should complete this test and discuss the results with a marketing consultant before embarking on a marketing campaign.

Please Circle Appropriate Number
poor excellent

KNOWLEDGE OF BUSINESS & INDUSTRY SUCCESS FACTORS	1	2	3	4	5	6	7	8	9	10
TEAMWORK BETWEEN GROUPS	1	2	3	4	5	6	7	8	9	10
ATTITUDES (CAN DO – WILL DO)	1	2	3	4	5	6	7	8	9	10
VALUES (HONESTY – FAIRNESS)	1	2	3	4	5	6	7	8	9	10
GOOD HABITS (PUNCTUALITY, TIDINESS, PLANNING, ETC)	1	2	3	4	5	6	7	8	9	10
STRUCTURE (UP-TO-DATE ORGANISATION CHARTS)	1	2	3	4	5	6	7	8	9	10
ROLE CLARITY (NO CONFUSION, OVERLAP, DUPLICATION)	1	2	3	4	5	6	7	8	9	10
DOCUMENTATION (JOB DUTIES, SUPPLIER AGREEMENTS ETC)	1	2	3	4	5	6	7	8	9	10
POLICIES (POLICY MANUAL AVAILABLE & ACCESSIBLE TO ALL)	1	2	3	4	5	6	7	8	9	10
MANAGEMENT (QUALITY OF)	1	2	3	4	5	6	7	8	9	10
PROCESS (DOCUMENTED, FLOW CHARTED, UPDATED)	1	2	3	4	5	6	7	8	9	10
PEOPLE (OVERALL QUALITY OF STAFF)	1	2	3	4	5	6	7	8	9	10
INFORMATION (AVAILABILITY, QUALITY, TIMELINESS TO DO WORK)	1	2	3	4	5	6	7	8	9	10
FACILITIES (PREMISES, WORKING ENVIRONMENT)	1	2	3	4	5	6	7	8	9	10
TECHNOLOGY (UP TO DATE, AS GOOD AS OR BETTER THAN COMPETITORS)	1	2	3	4	5	6	7	8	9	10
EQUIPMENT/PLANT (MODERN – NOT DATED)	1	2	3	4	5	6	7	8	9	10
COMMUNICATION (FREE FLOWING, HONEST, NO BLAME CULTURE)	1	2	3	4	5	6	7	8	9	10
TRAINING (REGULAR, FOCUSED, DOCUMENTED, EVERYONE)	1	2	3	4	5	6	7	8	9	10
COOPERATION (NO SILOS, COMPARTMENTS, INTERNAL RIVALRY)	1	2	3	4	5	6	7	8	9	10
DELEGATION (BUSINESS CAN RUN W/O BOSSES FOR EXTEND PERIODS)	1	2	3	4	5	6	7	8	9	10
CASH FLOW (CONSISTENTLY POSITIVE)	1	2	3	4	5	6	7	8	9	10
NET MARGIN % (INDUSTRY AVERAGE OR BETTER)	1	2	3	4	5	6	7	8	9	10