



BUSINESS HEALTH CHECKLIST

50 key questions every South-West business owner should be asking

Work through this checklist honestly. It's not a test. It's simply a tool to give you clarity on where your business stands today.

CASH FLOW & WORKING CAPITAL

- I know exactly how much cash is in the business right now
- I have a 90-day cash flow forecast that I review regularly
- I know my average debtor days and actively manage collections
- My business has at least 4–6 weeks of operating expenses in reserve
- I understand the timing difference between profit and cash
- I have a plan for managing cash during my slow season
- I am not using personal funds to cover business shortfalls

FINANCIAL PERFORMANCE

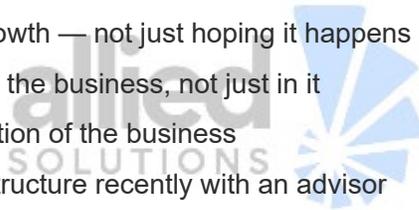
- I review my Profit & Loss statement at least monthly
- I know my gross profit margin and whether it is improving
- I can identify my most and least profitable products/services/clients
- My pricing covers all costs — including my own time
- I compare my results to prior periods and to industry benchmarks
- I know my break-even point
- I track key financial KPIs (not just bank balance)

OPERATIONS & SYSTEMS

- My business does not rely on me being present every day to function
- Key processes are documented and can be followed by others
- I use software/systems that save me time and reduce errors
- My team understand their roles and are accountable for outcomes
- I regularly review supplier costs and agreements
- I have a clear onboarding process for new staff or contractors
- My business data and records are backed up and secure

STRATEGY & GROWTH

- I have a clear written plan for where the business is going in 12 months
- I know which customers/segments drive the most value
- I actively track and review my pipeline or forward order book
- I have a defined strategy for growth — not just hoping it happens
- I regularly step back to work on the business, not just in it
- My team understands the direction of the business
- I have reviewed my business structure recently with an advisor



RISK & RESILIENCE

- My business is not dangerously dependent on one client or contract
- I have appropriate insurance coverage across the business
- I have reviewed my key contracts and obligations recently
- I understand my personal liability exposure as a director/owner
- I have a plan for what happens if I am sick or unable to work
- My ATO obligations (BAS, PAYG, super) are always lodged on time
- I am not making decisions based on fear or avoiding difficult issues

BANKING & FINANCE RELATIONSHIPS

- I understand the terms and conditions of all my business debt
- I have a positive, proactive relationship with my bank/lender
- My business financials are always up to date and available
- I know what my borrowing capacity is if I needed to grow or invest
- I am not relying on overdraft or short-term debt to fund operations
- I have reviewed my interest rates and lending costs recently
- I engage with my bank proactively, not only when I need something

PEOPLE & LEADERSHIP

- I am not burned out or running on empty as a business owner
- I have trusted advisors around me (accountant, mentor, advisor)
- My business culture is one I am proud of
- I invest in the development of my key people
- I have difficult conversations when they need to happen
- I make time for strategy, not just day-to-day operations
- I would describe myself as confident about the future of this business

How did your business score?

If you identified gaps, Allied Solutions could help you address them with practical, independent advice - no jargon, no pressure.

E: info@alliedsolutionsbsn.com.au | P: 0414 674 916