

THE SMALL BUSINESS OPERATIONS AUDIT

1. Production	Yes	No
A. The company has a good relationship with suppliers.	_____	_____
B. The company provides for good inventory control.	_____	_____
C. The company conducts incoming inventory inspections.	_____	_____
D. The company has alternate sources of raw materials.	_____	_____
E. The company has a routine equipment maintenance program	_____	_____
F. The company meets Occupational Safety & Health Administration Standards (OSHA) standards	_____	_____
G. The company attempts to stay current with technological advances	_____	_____
2. Sales and Marketing		
A. Market needs are being met	_____	_____
1. The owner knows exactly who the target customer is	_____	_____
2. Potential customers know about the business	_____	_____
3. Location is appropriate for the business	_____	_____
4. The market is clearly defined	_____	_____
B. The owner knows competitors and their location	_____	_____
1. The owner knows how his or her prices compare with the competition	_____	_____
2. The owner knows how the competition is regarded	_____	_____
C. The owner and employees focus on customer needs	_____	_____
1. The owner and employees treat customers courteously	_____	_____
2. The customer's concerns, complaints and suggestions are listened to carefully	_____	_____
3. Customers are provided with quick, reliable service	_____	_____
4. The owner is considered knowledgeable by customers	_____	_____

3. Advertising and Promotion

Yes No

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| A. The owner has an advertising and promotion plan | _____ | _____ |
| B. The owner uses effective advertising and promotion | _____ | _____ |
| C. The owner uses effective merchandising techniques | _____ | _____ |
| D. The owner evaluates advertising and promotional efforts | _____ | _____ |