

## Are You Creating Value through Your Business?

Your business has to add value. Make sure your selling price covers all your costs of production and promotion. You cannot sell below cost for very long without going bankrupt. Remember also that working more closely with your customers and suppliers can bring competitive advantage. Understanding the value drivers in your business is essential for maximizing your company's potential.

This **checklist** looks at the factors that can improve or destroy value for your business.

ARE YOU	YES	NO
Spreading your buying/selling too wide over time?		
Being held hostage by one or two buying/selling contracts or customers/suppliers?		
Sure your purchase/sales order books are firm and go forward far enough?		
Monitoring whether your purchases arrive on time and are of the right quality to meet your manufacturing schedules?		
Buying/selling any products at a loss?		
Using cross-selling and up-selling techniques to improve sales?		
Satisfied that your suppliers' terms, and your own terms to customers, are competitive?		
Aware of the financial implications of your pricing policy?		
Loyal to good customers/suppliers?		
Scheduling orders to obtain better terms?		
Developing your competitive position?		
Enhancing your company's reputation and brand values?		
Developing your business processes to create more value?		