

MCA ASSOCIATES - PRELIMINARY BUSINESS ANALYSIS QUESTIONNAIRE

FOR: MANUFACTURERS

Your Company Name:		Telephone No:	Your Name:
Email:			
SALES	MARKETING (Cont'd)	Inventory Levels _____	UPPER MGT. (Cont'd)
Revenues _____	Advertising _____	Inventory Turns _____	Compensation Plans _____
Sales Forecasting _____	Internet Presence _____	Perpetual Inventory _____	Incentives _____
Selling Skills Training _____		Shipping Controls _____	Teamwork _____
Product Training _____		Adherence to Procedures _____	Training _____
Key Account Targets _____		Shrinkage/Theft _____	Staff Development _____
Sales Goals _____	CASH FLOW	Automation _____	
Sales Quotas _____	Accounts Receivable _____	QUALITY SERVICE MGT.	INFORMATION TECH.
Prospecting _____	Accounts Payable _____	Phone Reception _____	Data Accuracy _____
Lead Generation _____	Invoicing Procedures _____	Internal Rejection Rates _____	Systems Integration _____
Account Maintenance _____	Collection Practices _____	Customer Rejection Rates _____	Systems Compatibility _____
Sales Rep. Relations _____	Bank Relations _____	Market Expected Leadtime _____	Remote Access Capability _____
Sales Rep. Network _____	Credit Line _____	Re-work Rate _____	Adherence to Systems _____
Sales Force Automation _____	Other Borrowing _____	Order Accuracy _____	E-mail Usage _____
Customer Service _____		Credits & Returns _____	Internet Usage _____
Quote Controls _____	BUSINESS PLANNING	Cont. Process Improvement _____	Operating System _____
Customer Svc Training _____	Strategic Planning _____	Statistical Process Control _____	
Reporting System _____	Corporate Goals _____	Complaint Resolution _____	FINANCIAL CONTROLS
Incentive Plans _____	Business Plan _____	Customer Satisfaction _____	Net Profit _____
Selling Materials _____	Business Forecasting _____	Performance Measurement _____	Gross Profit _____
Sales Analysis _____	Clarity of Mission _____	Quality Mgt. Training _____	Direct Labor _____
Telemarketing _____	Clarity of Vision & Values _____	ORGANIZATION MGT.	Selling Expenses _____
MARKETING	Best Practices Analysis _____	Employee Morale _____	Overhead Expenses _____
Formal Marketing Plan _____	Succession Plan _____	Productivity _____	Timely Reporting _____
Product Profitability _____		Training _____	Reporting Accuracy _____
Market Trend Analysis _____	OPERATIONS & INVENTORY	Turnover _____	Profit & Loss Statement _____
Lost Customer Analysis _____	Capacity Planning _____	Recruiting & Selection _____	Balance Sheet _____
New Customers _____	Capacity Utilization _____	Responsibility Definition _____	Cash Flow Analysis _____
Product Life Cycle Analysis _____	Lean Manufacturing _____	Performance Evaluation _____	Ratio Analysis _____
Geographic Analysis _____	JIT _____	Company Policies _____	Budgets _____
Market Reputation _____	MRP/ERP _____	Incentive Programs _____	Variance Analysis _____
Benchmarking _____	Production Standards _____	Exit Interviews _____	Breakeven Analysis _____
Competitive Analysis _____	Production Flow _____	Regulatory Compliance _____	Operating Reports _____
Market Share _____	Production Scheduling _____		Theft Controls _____
Pricing Controls _____	Labor Productivity _____	UPPER MANAGEMENT	Paperwork Flow _____
Product Mix _____	Shop Floor Controls _____	Organization Structure _____	Accounting Software _____
Direct Mail _____	Plant Layout _____	Performance Measurement _____	Manufacturing Overhead _____
Promotion _____	Bills of Materials _____	Performance Accountability _____	
Trade Shows _____	Routings _____	"Fire Fighting" _____	
Public Relations _____	Materials Management _____		

Instructions: On a scale of "1" to "10" (being best), rate your company on these attributes (fax or email to us)