MCA ASSOCIATES - PRELIMINARY BUSINESS ANALYSIS QUESTIONNAIRE

FOR: WHOLESALE - DISTRIBUTORS

Your Company Name:	Telephone No: Email:	Your Name:

SALES

Revenues _____
Sales Forecasting _____
Selling Skills Training _____
Product Training _____
Key Account Targets _____
Sales Goals _____
Sales Quotas _____
Prospecting _____
Lead Generation _____
Account Maintenance _____
Sales Force Automation _____
Inside Sales/Cust Service _____
Quote Controls _____
Customer Svc. Training _____
Counter Sales _____
Reporting System _____
Incentive Plans _____
Selling Materials _____
Sales Analysis _____
Telemarketing _____

MARKETING

Formal Marketing Plan _____
Product Profitability _____
Market Trend Analysis _____
Lost Customer Analysis _____
New Customers _____
Geographic Analysis _____
Market Reputation _____
Benchmarking _____
Competitive Analysis _____
Market Share _____
Pricing Controls _____
Product Positioning _____
Product Mix _____
Direct Mail _____
Promotion _____
Trade Shows _____
Public Relations _____
Advertising _____
Internet Presence _____

CASH FLOW

Accounts Receivable _____
Accounts Payable _____
Invoicing Procedures _____
Collection Practices _____
Bank Relations _____
Credit Line _____
Other Borrowing _____

BUSINESS PLANNING

Strategic Planning _____
Corporate Goals _____
Business Plan _____
Business Forecasting _____
Branching Strategies _____
Clarity of Mission _____
Clarity of Vision & Values _____
Best Practices Analysis _____
Succession Plan _____

OPERATIONS & INVENTORY

Order Flow _____
Order Entry Accuracy _____
Order Turnaround _____
Branch Management _____
Branch Cooperation _____
Warehouse Layout _____
Warehouse Automation _____
Picking Accuracy _____
Picking Procedures _____
Receiving Practices _____
Inventory Levels _____
Inventory Turns _____
Perpetual Inventory _____
Routing _____
Routing Systems _____
Computerization _____
Shrinkage/Theft _____

QUALITY SERVICE MGT.

Phone Reception _____
Phone Response Times _____
Counter Response Times _____
On-Time Delivery _____
Order Accuracy _____
Breakage _____
Order Fill Rates _____
Driver Appearance _____
Delivery Accuracy _____
Complaint Resolution _____
Customer Satisfaction _____
Performance Measurement _____

ORGANIZATION MGT.

Employee Morale _____
Productivity _____
Training _____
Turnover _____
Recruiting & Selection _____
Responsibility Definition _____
Performance Evaluation _____
Company Policies _____
Incentive Programs _____
Exit Interviews _____
Regulatory Compliance _____

UPPER MANAGEMENT

Organization Structure _____
Performance Measurement _____
Performance Accountability _____
"Fire Fighting" _____
Compensation Plans _____
Incentives _____
Teamwork _____
Training _____
Staff Development _____

INFORMATION TECH.

Data Accuracy _____
Systems Integration _____
Systems Compatibility _____
Remote Access Capability _____
Adherence to Systems _____
E-mail Usage _____
Internet Usage _____
Operating System _____

FINANCIAL CONTROLS

Net Profit _____
Gross Profit _____
Direct Labor _____
Selling Expenses _____
Overhead Expenses _____
Timely Reporting _____
Reporting Accuracy _____
Profit & Loss Statement _____
Balance Sheet _____
Cash Flow Analysis _____
Ratio Analysis _____
Budgets _____
Variance Analysis _____
Breakeven Analysis _____
Operating Reports _____
Theft Controls _____
Paperwork Flow _____
Accounting Software _____

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

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