

**MCA ASSOCIATES - PRELIMINARY BUSINESS ANALYSIS QUESTIONNAIRE**  
**FOR: WHOLESALE - DISTRIBUTORS**

Your Company Name:		Telephone No:	Your Name:	
		Email:		
<b>SALES</b>				
Revenues _____	Trade Shows _____	Perpetual Inventory _____	Compensation Plans _____	
Sales Forecasting _____	Public Relations _____	Routing _____	Incentives _____	
Selling Skills Training _____	Advertising _____	Routing Systems _____	Teamwork _____	
Product Training _____	Internet Presence _____	Computerization _____	Training _____	
Key Account Targets _____		Shrinkage/Theft _____	Staff Development _____	
Sales Goals _____	<b>CASH FLOW</b>			
Sales Quotas _____	Accounts Receivable _____	<b>QUALITY SERVICE MGT.</b>	<b>INFORMATION TECH.</b>	
Prospecting _____	Accounts Payable _____	Phone Reception _____	Data Accuracy _____	
Lead Generation _____	Invoicing Procedures _____	Phone Response Times _____	Systems Integration _____	
Account Maintenance _____	Collection Practices _____	Counter Response Times _____	Systems Compatibility _____	
Sales Force Automation _____	Bank Relations _____	On-Time Delivery _____	Remote Access Capability _____	
Inside Sales/Cust Service _____	Credit Line _____	Order Accuracy _____	Adherence to Systems _____	
Quote Controls _____	Other Borrowing _____	Breakage _____	E-mail Usage _____	
Customer Svc. Training _____		Order Fill Rates _____	Internet Usage _____	
Counter Sales _____	<b>BUSINESS PLANNING</b>		Operating System _____	
Reporting System _____	Strategic Planning _____	Driver Appearance _____		
Incentive Plans _____	Corporate Goals _____	Delivery Accuracy _____	<b>FINANCIAL CONTROLS</b>	
Selling Materials _____	Business Plan _____	Complaint Resolution _____	Net Profit _____	
Sales Analysis _____	Business Forecasting _____	Customer Satisfaction _____	Gross Profit _____	
Telemarketing _____	Branching Strategies _____	Performance Measurement _____	Direct Labor _____	
	Clarity of Mission _____	<b>ORGANIZATION MGT.</b>	Selling Expenses _____	
<b>MARKETING</b>	Clarity of Vision & Values _____	Employee Morale _____	Overhead Expenses _____	
Formal Marketing Plan _____	Best Practices Analysis _____	Productivity _____	Timely Reporting _____	
Product Profitability _____	Succession Plan _____	Training _____	Reporting Accuracy _____	
Market Trend Analysis _____		Turnover _____	Profit & Loss Statement _____	
Lost Customer Analysis _____	<b>OPERATIONS &amp; INVENTORY</b>		Balance Sheet _____	
New Customers _____	Order Flow _____	Recruiting & Selection _____	Cash Flow Analysis _____	
Geographic Analysis _____	Order Entry Accuracy _____	Responsibility Definition _____	Ratio Analysis _____	
Market Reputation _____	Order Turnaround _____	Performance Evaluation _____	Budgets _____	
Benchmarking _____	Branch Management _____	Company Policies _____	Variance Analysis _____	
Competitive Analysis _____	Branch Cooperation _____	Incentive Programs _____	Breakeven Analysis _____	
Market Share _____	Warehouse Layout _____	Exit Interviews _____	Operating Reports _____	
Pricing Controls _____	Warehouse Automation _____	Regulatory Compliance _____	Theft Controls _____	
Product Positioning _____	Picking Accuracy _____	<b>UPPER MANAGEMENT</b>	Paperwork Flow _____	
Product Mix _____	Picking Procedures _____	Organization Structure _____	Accounting Software _____	
Direct Mail _____	Picking Practices _____	Performance Measurement _____		
Promotion _____	Receiving Practices _____	Performance Accountability _____		
	Inventory Levels _____	"Fire Fighting" _____		
	Inventory Turns _____			

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