



Existing Business Registration
& Assessment Form

Privacy Statement

As a selected enterprise to receive technical or access to finance support from Shaqodoon and its partners under the LEAD project, you will be requested to share business information that we understand may be sensitive and confidential to your operations. To ensure you that we safeguard all business-related information in the strictest confidence, every staff/coach/trainer of Shaqodoon is required to sign a "Code of Ethics and Conduct." This Code establishes our commitment to companies' confidentiality and the proper conduct in all phases of our relationship. This is especially applicable to the proper handling of information and communications that may develop in our discussions.

If you have any questions regarding any portion of this "Code of Ethics and Conduct," please identify where clarification is, and we will gladly address any concerns you may have.

If you have any questions or issues that you would like addressed by Shaqodoon, please get in contact with the Programs Manager

Abdiqani Dirie

+252 2 515 777

a.dirie@shaqodoon.org

or visit our website for further information at www.shaqodoon.org

It is our pleasure to collaborate with you and support your ongoing success.

Private Sector Existing Business Registration and Assessment Form

Section 1: Background Information

Business Name: _____ Main Contact: _____

Business Address: _____

Mobile: _____ Type of Business [Main Sectors list]: _____

Number of Years in Business: ____ No. Of Owners: ____

Business Ownership Model (Corporation, Partnership, LLC, Sole Proprietorship, Other):

Is the business registered? Yes No

Where is it registered? (Municipality, Ministry of Trade, and Investment, Other):

Section 2: General Business Questions

What is the Focus/Niche of your business? _____

Are you happy with the current performance of your business? Yes No

Do you have detailed goals outlined for your business? Yes No

If yes, please list your goals: _____

Please check any that your business may have (*if checked, please provide a copy*):

- 1) Business Plan: Yes No
- 2) Strategic Plan: Yes No
- 3) Vision Statement: Yes No
- 4) Mission Statement: Yes No

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Section 3: Resource Management

How many employees work for your business (Male/Female)? _____

How many locations do you have? ____ How many hours a week do you work? ____

How much of your time do you spend doing the following? *(Assign a percentage, totaling 100)*

Sales/Customer Service		Human Resource Management	
Accounting/Finance		Operations	
Marketing		Planning/Strategy Development	

Which tasks do you feel comfortable delegating to others? *(Check all that apply)*

Sales/Customer Service		Human Resource Management	
Accounting/Finance		Operations	
Marketing		Planning/Strategy Development	

Does your business have the following? *(If yes, please provide a copy)*

- 1) Organizational Chart Yes No
- 2) Job descriptions for all positions Yes No

What job titles do your employees have? *(Carpenters, salesmen, etc.)*

1.	2.
3.	4.
5.	6.

Section 4: Marketing

Do you have a marketing plan? Yes No

Do you have a marketing budget? Yes No

How often do you utilize your marketing budget? _____

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Who are your significant competitors and what attributes/benefits do they offer?

Competitor	Attributes/Benefits
1.	1.
2.	2.
3.	3.
4.	4.

What is the Focus/Niche of your business? _____

What is your pricing policy? _____

Who are your targeted customers? ~10 10-20 20-50 50+

What are your customers' needs and or desires? _____

What image do you aim to portray? _____

What is your advertising message? _____

What advertising media do you use? *(List all media available)*

1.	2.
3.	4.
5.	6.

Do you have an online marketing strategy? _____

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Are your marketing/promotional efforts bringing in new business? Yes No

How often do you measure the effectiveness of your marketing? _____

Do you set specific goals for each marketing/promotional effort? Yes No

Section 5: Finance & Accounting

Who handles your bookkeeping? _____

What do you use as a bookkeeping system? _____

Do you make and follow an annual budget? Yes No

What financial statements do you use? (*Profit and loss, balance sheet, income statement, cash flow*)

Has your overhead increased or decreased over the past six months?

Increased Decreased

Has your overhead increased or decreased over the past twelve months?

Increased Decreased

What was your business' profit last year? (USD\$)

~500 500-1000 1000-5000 5000+

Where you happy with these profits? Yes No

Do you have any debt? Yes No

Do you have any plans for growth in the future? (*If yes, please describe*) Yes No

Section 6: Operations

How often do you and your managers meet to discuss your business' operations?

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How much more could you produce or sell with your current facilities and personnel?

How well is the business running today compared to last year? (Describe for the last two years)

What does your product line or services portfolio consist of?

Section 7: Sales

Do you set measurable sales goals for your company and/ or sales team? Yes No

Are you hitting your sales targets? Yes No

Do you have a process for post-sale follow-up? Yes No

Which products or services provide the best profit margins?

Product/Service	Profit Margin

How many sales orders do you process each month? _____

What do you sell the most of and why?

How many salespeople do you employ? _____

How are your sales personnel compensated? _____

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Are you satisfied with your sales team's performance? Yes No

Describe any sales trends you observe in your business: _____

What is your market share? _____

Who is the market leader? _____

On a weekly basis, do you track sales volume, profits, or both? Volume Profits Both

Section 8: Next Steps

Now that you've completed the business assessment return this booklet to Shaqodoon. Shaqodoon will review and assign a Business Coach that will conduct a follow-up meeting with you to review the assessment and customize a growth plan that may include some or all of the following:

Simple Steps for Growing Your Business Program – Participate in this comprehensive program that combines mentoring, roundtables, and workshops to help you identify and achieve your growth goals.

Workshops – Taught by experienced Shaqodoon Mentors, each workshop provides information and tips on business fundamentals, key business tools, and growth strategies. Interact with and learn from with other business owners facing the same opportunities and challenges. Enhance your knowledge in the following areas:

- Financial Management
- Marketing Your Business
- Managing Your Resources
- Growing Your Sales
- Managing Your Operations
- Mentoring Sessions – Get expert advice on growing and improving your business.
- Business Roundtables – Meet other business owners to discuss how to overcome familiar challenges and learn the best practices.

Business Plan Development

Business Plans aren't just for start-ups! This document defines your business and provides direction for your day-to-day operations and future growth. It is a living guide that should be continuously updated. Ask your Shaqodoon Mentor about drafting or updating this useful plan.

High Speed Growth Events

Shaqodoon will help you on track to success! The Small Business High Speed Growth sessions will bring you face-to-face with leading mentors in marketing, finance, and business development to help you plan for rapid growth. Attendees will rotate through four one-hour sessions and a working lunch to learn how to propel their businesses to the next level of success.

e-Business Now Program

Learn how to take your small business online through workshops, how-to guides, and one-on-one assistance from a technology mentor. Discover how to use contemporary technology to compete more effectively and help your businesses grow and prosper.

Shaqodoon.org - Resources

Visit our [Asset Library](#) to find additional resources to grow your business. Browse our business tools, online workshops, and templates, that you can use to help you learn and develop strategies for your business.