

Strategic Audit Questions

General Business

1. How relevant is the business Vision today?
2. What are the core values that exist within the business?
3. Who are the key stakeholders in the business?
 - a. Do they present a united front in terms of their needs?
4. How well is the current strategy working?
5. What business(es) are you in?
6. How much control do you have over your business?
7. Are responsibilities and accountabilities well defined?
8. Where do you think you are making money?
9. Where do you think you are loosing /wasting money?
10. How well integrated is each area / division of the business?
11. What is your product or service?
12. How well organised do you feel the business is with respect to the product portfolio?
13. If you produce products, how does the business decide which product to produce and in what quantity?
14. How profitable is each product or service?
15. What is your key challenge for today?
16. Where and how could the business be more efficient?
17. How well does the current management information support your job/role/division?
18. What performance measures exist in the business?
19. How useful is the performance information to you?
20. Where have you invested wisely in the past year?

Marketing

21. Who are your key customers? (top five by spend and frequency)
22. How often do they buy?
23. How well organised is the market place?
24. How well does the business PRICE the products or services?
25. What would be the impact on customers if you increased prices by 1% tomorrow?
26. What would be the impact on customers if you increased prices by 10% tomorrow?
27. In which areas can costs be cut by 1% or more, what would be the impact?
28. If you sell products which do you believe is the best performing product range?
29. If you provide services, what is your "best" performing service?
30. Are all the products or services complimentary to each other?
31. What is/are your key market(s)?
32. Who are your key competitors?
33. Which companies do you currently have joint ventures set up?
34. How useful are these Joint Ventures?
35. What are the key market challenges?
 - a. Can you make business decisions based on it?
 - b. What changes could be made to make it more useful?

The Future

36. What is the single biggest factor that you believe will inhibit your sustained profitable growth into the future?
37. What technologies, processes and markets have driven the recent success?
38. What are the key factors that will drive your growth in the future?
39. What are your key areas of expertise?
40. What are the key issues impacting the business – (see STEEPLD analysis):
 - a. Political?
 - b. Economic?
 - c. Social?
 - d. Technological?
 - e. Environmental?
 - f. Legislative?