

what should I
check for?

what Jazoodle KPIs
should I check?

what actions can I take
to change things?

HOW
CAN I
IMPROVE
MY.....

BUSINESS
HEALTH
SCORE

sales
revenues &
profit margins

Total sales & trends
Gross margin & trends
Net margin & trends
Net profit totals & trends

↑ Sales volume
↓ Sales discounting
↓ Negotiate COGS terms
↓ Overheads / expenses

solvency
and
liquidity

Liquidity ratio & trends
Quick ratio & trends
Interest coverage
Cash runway & trends

↓ Client payment terms
↑ Supplier payment terms
↓ Pay down debt if prudent
↑ Build cash reserves

short and long
term assets
and liabilities:

Asset turnover ratio
Debt to equity
Interest coverage

? Asset renewal ?
? Assess funding structure
↓ Pay down debt if prudent

operational and
process
efficiencies:

Revenue per emp. trends
Overhead per emp. trends
Asset turnover & trends

↑ Employee productivity
↓ Assess wastage
? Assess asset replacement

