



El Paso Minority Business Enterprise Business Needs Analyzer – 2008

The Business Needs Analyzer is a tool that was created by the Minority Business Development Agency (MBDA) to assist growing companies evaluate their business in an unbiased constructive way and to identify the company’s weaknesses and strengths and take the necessary actions as needed. The Business Consultant working with the MBE will also participate in this evaluation as this is a dynamic tool that will be utilized periodically to access current status and needed improvements.

All El Paso Minority Business Enterprise Center clients *are required* to complete this business assessment questionnaire and submit the completed forms to the El Paso MBEC. For your convenience, this Tool is also available online at www.elpasombec.org.

Thank you for your participation and we are looking forward helping with the success of your business.

Company Name _____

Step 1: Customer										
QUESTION	Disagree					Agree				
* Everyone in this organization knows how to create maximum value for customers.	1	2	3	4	5	6	7	8	9	10
* We have an ideal mix of new and old product/services.	1	2	3	4	5	6	7	8	9	10
* Our customers would agree that our quality couldn't be better.	1	2	3	4	5	6	7	8	9	10
* We have a lot of customers and are not highly dependent on any one of them.	1	2	3	4	5	6	7	8	9	10

Step 2: Strategy										
QUESTION	Disagree					Agree				
* My business has a clearly-defined strategy.	1	2	3	4	5	6	7	8	9	10
* Everyone who is involved in implementing the strategy fully understands it and agrees with it.	1	2	3	4	5	6	7	8	9	10
* We know exactly what we need to do to grow the business.	1	2	3	4	5	6	7	8	9	10
* We have planned well for what we need to do in a business downturn.	1	2	3	4	5	6	7	8	9	10
* This business is very flexible; we adapt easily to change.	1	2	3	4	5	6	7	8	9	10

* We are able to respond more quickly than our competitors to new opportunities and challenges.	1	2	3	4	5	6	7	8	9	10
* This business has achieved a competitive advantage over its rivals.	1	2	3	4	5	6	7	8	9	10
* The long-term future of this business is fully planned out.	1	2	3	4	5	6	7	8	9	10

Step 3: Processes										
QUESTION	Disagree					Agree				
* We have analyzed and perfected our key work processes.	1	2	3	4	5	6	7	8	9	10
* We are a lean enterprise; we have eliminated everything that doesn't create value for customers.	1	2	3	4	5	6	7	8	9	10
* Every worker is dedicated to continuous improvement.	1	2	3	4	5	6	7	8	9	10

Step 4: Architecture										
QUESTION	Disagree					Agree				
* Our management structure is perfect for our size and the nature of our business.	1	2	3	4	5	6	7	8	9	10
* This business is positioned in the most profitable part of the value chain.	1	2	3	4	5	6	7	8	9	10

Step 5: Resources										
QUESTION	Disagree					Agree				
* We have really good relationships with the community.	1	2	3	4	5	6	7	8	9	10
* We have enough of the right people, perfectly trained and highly motivated to run this business well.	1	2	3	4	5	6	7	8	9	10
* I fully understand all of our accounting reports.	1	2	3	4	5	6	7	8	9	10
* We are up-to-date in our use of technology.	1	2	3	4	5	6	7	8	9	10
* We have all the cash we need to operate effectively.	1	2	3	4	5	6	7	8	9	10
* We have enough financial resources available for growth.	1	2	3	4	5	6	7	8	9	10
* We collect money that is owed to us as soon as we would like to.	1	2	3	4	5	6	7	8	9	10
* A successor is already groomed to take over this business if the CEO leaves.	1	2	3	4	5	6	7	8	9	10
* We pay all of our debts as soon as our creditors would like their money.	1	2	3	4	5	6	7	8	9	10

Step 6: Systems										
QUESTION	Disagree					Agree				
* We do a really good job of appraising employees' performance AND giving them honest feedback.	1	2	3	4	5	6	7	8	9	10
* We have effective systems in place to ensure that we stay on track in carrying out our strategy.	1	2	3	4	5	6	7	8	9	10
* We operate with accurate budgets and we deal effectively with any deviations.	1	2	3	4	5	6	7	8	9	10
* We do a really good job of tracking and controlling costs.	1	2	3	4	5	6	7	8	9	10

Step 7: Empowerment										
QUESTION	Disagree					Agree				
* Our workers have a lot of freedom to pursue initiatives that will improve the business.	1	2	3	4	5	6	7	8	9	10
* Workers here are given free rein to implement their good ideas.	1	2	3	4	5	6	7	8	9	10

Step 8: Relationships										
QUESTION	Disagree					Agree				
* I have really good relationships with all our employees.	1	2	3	4	5	6	7	8	9	10
* We have really good relationships with all our customers.	1	2	3	4	5	6	7	8	9	10
* We have really good relationships with all our suppliers.	1	2	3	4	5	6	7	8	9	10
* Our business customers think of us as a supply-chain partner, not just a supplier.	1	2	3	4	5	6	7	8	9	10
* Our own suppliers prefer to do business with us rather than with their other customers.	1	2	3	4	5	6	7	8	9	10
* We have really good relationships with all our creditors.	1	2	3	4	5	6	7	8	9	10

El Paso Minority Business Enterprise Center
2401 E. Missouri Ave.
El Paso, Texas 79903
915-351-MBEC (6232)
Website: www.elpasombec.org