



Retail Doctor Group[®]

Our Business Is Increasing Your Retail Fitness[™]

'BUSINESS FITNESS[™]' HEALTH CHECK

In partnership with the National Retail Association

Thanks for watching our latest 'Digital Business Kit' on 'Bringing It All Together'. This document is a small sample of our fuller 'Business Fitness[™]' health check service, undertaken by hundreds of retailers across Australia. The simple scoring system from the health check will help you to determine your next steps on your journey to Business Fitness[™].

We encourage you to fill out this health check candidly, to really gain a true understanding of where your business stands and to ascertain how digital will play a part in increasing your business fitness. The questions are either yes/no, or rated from 0-5. If the question is a yes/no answer, score yourself 5 for yes, and 0 for no, unless otherwise stated.

Once completed, send us your results (email: businessfitness@retaildoctor.com.au) to see how you benchmark according to our 'Business Fitness[™]' program. Our health check hotline is also open (02 9460 2882) if you have any further questions about the check list below.

Happy 'fit' retailing! - Retail Doctor Group (www.retaildoctor.com.au)

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Business Fitness™ Health Check Questions	Yes (5)	No (0)	Score
Do you have clear written goals on where you want the business to be? (Targets or Goals)			
Is this reflected in a formal business plan?			
Do you have a strong understanding of your customer and why they shop with you?			
Has this understanding come from customer insights research (5), your database (4), store experience (3) or random prediction (1)?			
Do you conduct any competitor analysis?			
Do you conduct competitor Price Checks?			
Do you have a customer database?			
Do you use utilise your database to promote your service/products? (0 - No 1-3 only occasionally 4-5 regularly)			
Do you have a website?			
Does your website reflect your store experience and vice versa? (in terms of brand message, product offer etc)			
Do you use Social Media for the business?			
Do your customers engage with you via your social media channels?			
Do you have promotional plan for the business? (0 - No, 1 -3 Kind of, ad hoc, 4 -5 regular and planned)			
Is this linked with the business plan? (0 - No, 1 -4 Kind of, ad hoc, 5 Yes)			
Is the plan by product category? (0 - No, 1 -4 Kind of, ad hoc, 5 Yes)			
Do you measure the level of your customer service? (0 - No, 1 -3 Kind of, ad hoc, 4-5 Yes regularly)			
Do you link these results with staff benefits/remuneration? (0 - No, 1 -3 Kind of, ad hoc, 4-5 Yes regularly)			
Is a loyalty program in place? (0 - No, 1 -3 Kind of, ad hoc, 4-5 Yes regularly)			
Do you know your stock turns and category performance?			
TOTAL SCORE:			

Finally, some questions just to reflect on when thinking about 'digital' ...

- Why do your customers come to your store over your competitors? For the product, the service, to be inspired or other?
- Why do you offer the product/service you do? (...other than to make money!)
- Does utilising digital technology within your strategy align with your business's purpose and belief?
- Are you considering digital *for your* with your business goals in mind or are you considering 'digital' because everyone and everything you read is telling you to?

What to do next?

Send your results to businessfitness@retaildoctor.com.au to gain more information on your benchmark against your peers.

Remember, great digital strategy starts with understanding your consumers and your business, then crafting these insights into a differentiated offer (not all digital is right for you!)

Yes the case studies we have explored over the Digital Business Kits are inspiring and exciting, but to create a 'fit' and profitable retail offer, your digital offering must be authentic, genuine and of benefit to your audience and service offer.

Whether you send your 'Business Fitness™' health check results to us or not, hopefully answering these questions has made you think about the role 'digital' could play in your business, and what's right for you.

Happy 'fit' retailing!