



The Small Enterprises' Institute
of the Hellenic Confederation
of Professionals, Craftsmen
and Merchants



ATHENS CHAMBER OF
TRADESMEN

Elements of the enterprise and diagnostic study

“ ”

Consultant:.....

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Date:

A. BUSINESS PROFILE

A.1 GENERAL INFORMATION

Company Name :

VAT Number :

TAX Office :

Year of establishment :

Company Headquarters (Street,
Number, Postal Code) :

Field of Activity :

GENERAL COMMERCIAL REGISTRY
NUMBER :

A.2 LEGAL REPRESENTATIVE'S INFORMATIONS

Name :

Years of experience in the industry :

Education Level :

Participation in seminars :

A.3 BRIEF HISTORY OF THE ENTERPRISE

Brief history of the enterprise (historical data, analysis of a business start-up decision, previous owner, etc.)



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A.4 BUSINESS INFRASTRUCTURE

Place of installation	Property		Rent	
	Surface in m ² :			
Machinery	<i>Number of Machines:</i>			
	<i>Year of Acquisition:</i>			
	<i>Value of Mechanical Equipment:</i>			
Office equipment (PCs, printers, etc.)	<i>Equipment Analysis:</i>			
	<i>Year of Acquisition:</i>			
IT Applications	<i>ERP</i>	<i>E-commerce</i>	<i>Social Media</i>	<i>Electronic payments (POS-e-banking)</i>

A.5 CERTIFICATIONS

Does the enterprise have quality certificates?

Yes

No

If yes, please specify:.....

A.6 PERSONNEL OF THE ENTERPRISE

Table A-1: Analysis of the personnel

	TYPE OF PERSONNEL	NUMBER
1.	Employer / self-employed	
2.	Co – helping members	
3.	Full-time employees	
4.	Part-time employees	
5.	Seasonal employees	
6.	Outsourcing services (e.g. accountants, etc.)	
	<i>Total</i>	

Specialization of staff

A.7 DESCRIPTION OF ENTERPRISE'S PRODUCTS / SERVICES

General description of products/ services provided by the enterprise



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Table A-2: Products details

	PRODUCT	AMMOUNT/ YEAR	AVERAGE MARKET PRICE	AVERAGE SALE PRICE
1.				
2.				
3.				

A.8 BASIC ORGANIZATIONAL ELEMENTS

Q.1. Description of the organizational structure of the business (management, separate organizational units, if there are, etc.)

Q.2. Selection of raw materials/ products

Q.3. Description of suppliers

Here are mentioned details for: the profile of the suppliers, the number of suppliers, country, origin, etc.

Q.4. Vendors payment description

Q.5. Sales process description

Q.6. Pricing policy description

Q.7. Business' customer data

Here are mentioned details for: customers' profile, number of customers, etc.



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A.9 MARKETING POLICY OF THE ENTERPRISE

Here are mentioned details for the marketing policy such as advertising, budget for advertising, etc

A.10 PROBLEMS

Table A-3: Elements which are threatening the viability of the business

Competition in the industry	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Financial crisis	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Maintenance cost	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Lack of qualified staff	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Personal fears & insecurity of the entrepreneur	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Lack of knowledge	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Other, please mention:.....		

In this section are analyzed the entrepreneur's beliefs about the difficulties faced by his business



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B. ECONOMIC DATA

B.1 'BALANCE SHEET'S ELEMENTS

BALANCE SHEET'S ELEMENTS	2015	2016	2017
ASSETS			
SUBSCRIBED CAPITAL UNPAID			
FORMATIONS EXPENSES			
FIXED ASSETS			
- INTANGIBLE ASSETS			
- TANGIBLE ASSETS			
- FINANCIAL ASSETS			
CURRENT ASSETS			
- STOCKS			
- DEBTORS			
- INVESTMENTS			
- CASH AND BANK IN HAND			
PREPAYMENTS			
GRAND TOTAL ASSETS			
LIABILITIES			
CAPITAL AND RESERVES			
PROVISIONS FOR LIABILITIES & CHARGES			
CREDITORS			
- LONG TERM DEBT			
- SHORT TERM DEBT			
ACCRUALS AND DEFERRED INCOME			
GRAND TOTAL LIABILITIES			



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B.2 PROFIT AND LOSS ACCOUNT

PROFIT AND LOSS ACCOUNT	2015	2016	2017
OPERATION RESULTS			
OTHER OPERATING INCOME			
COST OF SALES			
OPERATING COSTS			
OTHER COSTS			
NET RESULTS			
INTEREST RECEIVABLE- DEPRICIATIONS			

ESTIMATED VALUE OF DEBTS
ESTIMATED VALUE OF RECEIPT OF BUSINESS DEBTS (FORECASTS)



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B.3 OPERATING EXPENSES

	<u>Monthly average</u>
Total operating expenses:	(amount €)
Raw materials	(% of total)
Wages	(% of total)
Insurance contributions	(% of total)
Rentals	(% of total)
Electricity, etc	(% of total)
Expenses for outsourcing services	(% of total)
Interest	(% of total)
Other expenses	(% of total)

C. ANALYSIS OF FINANCIAL INDICATORS

C.1 FINANCIAL INDICATOR

	INDICATOR	ANALYSIS	RESULT
1.	Quick ratio	Current assets – inventories/ short term liabilities – cash advantages	
2.	Cash ratio	Cash + securities / short term liabilities – cash advantages	
3.	Operation cash flow ratio	Cash flow from operating activities/ short term liabilities – cash advantages	
4.	Days in Account Receivables	365/ Accounts Receivable Turnover Ratio	
5.	Other indicator		

C.2 CASH FLOW

D. S.W.O.T ANALYSIS

STRENGTHS		WEAKNESSES - PROBLEMS	
1		1	
2		2	
3		3	
4		4	
OPPORTUNITIES		THREATS	
1		1	
2		2	
3		3	
4		4	

E. DIAGNOSTIC STUDY



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E.1 GENERAL INFORMATION

E.2 BUSINESS PROFILE ANALYSIS CONCLUSIONS

E.3 ECONOMIC ANALYSIS CONCLUSIONS

E.4 SWOT ANALYSIS CONCLUSIONS

E.5 PROPOSAL OF CONSUALTANT