**General business risks[[1]](#footnote-2)**

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### Instructions

Mark the boxes according to how they describe your organization:

|  |  |  |
| --- | --- | --- |
| 1 Strongly agree | 3 Perhaps, but I'm not sure | 5 Strongly disagree |
| 2 Agree | 4 Disagree | NA Not Applicable |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | NA | Explanation |

### Political

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Change in government policy has negligible impact on you
 |  |  |  |  |  |  |  |
| 1. Complying with government requirements is simple
 |  |  |  |  |  |  |  |
| 1. Compliance costs are low
 |  |  |  |  |  |  |  |
| 1. Trade barriers are falling
 |  |  |  |  |  |  |  |

### Economic

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You can easily get finance when you need it
 |  |  |  |  |  |  |  |
| 1. Interest rate increases will have little effect
 |  |  |  |  |  |  |  |
| 1. GNP is strongly increasing
 |  |  |  |  |  |  |  |
| 1. Inflation is low
 |  |  |  |  |  |  |  |
| 1. Exchange rate fluctuations do not effect you
 |  |  |  |  |  |  |  |

### Legal

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Your policies or procedures cover all normally foreseeable eventualities
 |  |  |  |  |  |  |  |
| 1. Contractual relations are checked and monitored to prevent weaknesses
 |  |  |  |  |  |  |  |
| 1. You face no legal liability resulting from problems in products or services
 |  |  |  |  |  |  |  |
| 1. You face no risk of liability resulting from environmental harm[[2]](#footnote-3)
 |  |  |  |  |  |  |  |

### Industry

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. The industry has strong profit margins
 |  |  |  |  |  |  |  |
| 1. The industry is growing
 |  |  |  |  |  |  |  |
| 1. The industry does not compete with other industries
 |  |  |  |  |  |  |  |
| 1. This industry does not currently face any critical problems
 |  |  |  |  |  |  |  |
| 1. The industry has long business cycles
 |  |  |  |  |  |  |  |

### Structure and strategy

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Your structure is vertically integrated
 |  |  |  |  |  |  |  |
| 1. You measure performance accurately
 |  |  |  |  |  |  |  |
| 1. You have a strong record in implementing your business strategy
 |  |  |  |  |  |  |  |
| 1. Your face a low risk of fire, especially in records
 |  |  |  |  |  |  |  |
| 1. You have a strong market strategy
 |  |  |  |  |  |  |  |

### Finance

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You can easily manage your debt load
 |  |  |  |  |  |  |  |
| 1. You have more than enough liquid assets to cover all debts
 |  |  |  |  |  |  |  |
| 1. All projects have an assured return
 |  |  |  |  |  |  |  |
| 1. You have negligible corruption problems
 |  |  |  |  |  |  |  |

### Market change

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You have no new direct competitors
 |  |  |  |  |  |  |  |
| 1. You have no new indirect competitors
 |  |  |  |  |  |  |  |
| 1. Customer tastes are not changing rapidly
 |  |  |  |  |  |  |  |
| 1. You have major customers on long-term contracts
 |  |  |  |  |  |  |  |

### Market share

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You have a clearly defined market segment
 |  |  |  |  |  |  |  |
| 1. Your market share is dominant
 |  |  |  |  |  |  |  |
| 1. Your market share is growing
 |  |  |  |  |  |  |  |
| 1. Competitors are complacent or poorly-run
 |  |  |  |  |  |  |  |
| 1. You don't depend on only one major client
 |  |  |  |  |  |  |  |
| 1. You have competitive pricing structures
 |  |  |  |  |  |  |  |
| 1. Your market is a wide geographical area
 |  |  |  |  |  |  |  |
| 1. Your market is a wide demographic area
 |  |  |  |  |  |  |  |
| 1. Demographic changes work in your favor
 |  |  |  |  |  |  |  |

### Product range

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You are expanding into new product lines with strong growth potential
 |  |  |  |  |  |  |  |
| 1. You have a strong track record in launching profitable new products
 |  |  |  |  |  |  |  |
| 1. New products have a short time-to-market
 |  |  |  |  |  |  |  |
| 1. You have a range of core products
 |  |  |  |  |  |  |  |

### Product provision

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You consistently deliver your services or products
 |  |  |  |  |  |  |  |
| 1. You have a strong distribution system
 |  |  |  |  |  |  |  |
| 1. You have a high quality product
 |  |  |  |  |  |  |  |
| 1. You have few product recalls
 |  |  |  |  |  |  |  |
| 1. You do little warranty/guarantee work
 |  |  |  |  |  |  |  |

### Market image

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You have a strong brand image
 |  |  |  |  |  |  |  |
| 1. Your advertising is demonstrably very effective
 |  |  |  |  |  |  |  |
| 1. You have had no incidents attracting negative publicity
 |  |  |  |  |  |  |  |
| 1. You are unlikely to have incidents attracting negative publicity
 |  |  |  |  |  |  |  |

### Cost structures

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You have higher than average profitability in your industry
 |  |  |  |  |  |  |  |
| 1. You have competitive cost structures
 |  |  |  |  |  |  |  |
| 1. You have a strong bargaining position with your suppliers
 |  |  |  |  |  |  |  |
| 1. You are not dependent on one major supplier
 |  |  |  |  |  |  |  |
| 1. You have innovations or technology that give you a market edge
 |  |  |  |  |  |  |  |
| 1. You keep your innovations or technology in a strongly competitive position
 |  |  |  |  |  |  |  |

### Stakeholders

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You have not changed your Board Chairperson or CEO for a long time
 |  |  |  |  |  |  |  |
| 1. You foresee no change of Board Chairperson or CEO
 |  |  |  |  |  |  |  |
| 1. All your managers are experienced and competent
 |  |  |  |  |  |  |  |
| 1. All other staff are experienced and competent
 |  |  |  |  |  |  |  |
| 1. You have skills to cover all your skill needs
 |  |  |  |  |  |  |  |
| 1. You have low staff turnover
 |  |  |  |  |  |  |  |
| 1. You face no risks relating to hiring new staff
 |  |  |  |  |  |  |  |
| 1. You deal with customers effectively
 |  |  |  |  |  |  |  |
| 1. You deal with other stakeholders effectively
 |  |  |  |  |  |  |  |
| 1. You face no communication barriers with stakeholders (e.g. distance or culture)
 |  |  |  |  |  |  |  |

### Resources

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You have up-to-date facilities and equipment
 |  |  |  |  |  |  |  |
| 1. Your plant works at 100% efficiency
 |  |  |  |  |  |  |  |
| 1. You have acquired rival firms
 |  |  |  |  |  |  |  |
| 1. You manage assets very effectively
 |  |  |  |  |  |  |  |
| 1. Projects are managed to consistently cover their costs
 |  |  |  |  |  |  |  |

### Alliances

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. You have strategic alliances
 |  |  |  |  |  |  |  |
| 1. Your alliances clearly strengthen your business position
 |  |  |  |  |  |  |  |

### Information Technology

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Your computer data is secure
 |  |  |  |  |  |  |  |
| 1. Stored data is safe, including from human error in managing information
 |  |  |  |  |  |  |  |
| 1. You face no problems implementing new IT
 |  |  |  |  |  |  |  |

End

1. This is a general instrument only and might not meet all particular risk identification needs of your organization. [↑](#footnote-ref-2)
2. E.g. spillages of toxic chemicals, release of toxic gases, destruction of natural wetland or bushland, etc. [↑](#footnote-ref-3)