

BUSINESS REVIEW FORM



Financial

- Annual turnover _____
- Annual outgoings _____
- Annual profit _____
- Average monthly profit _____
- Number of sales in the last year _____
- Average monthly number of sales _____

Online statistics

- Hits in the last year _____
- Number of Facebook/Twitter/other social media site followers _____

- Number of blog followers _____
- Number of online sales in the last year _____
- Conversion rate in the last year _____

If you sell both online and offline, complete the following:

- Annual turnover from online sale _____
- Annual profit from online sales _____
- Average monthly profit from online sales _____

Offline statistics

- Total visitors to your stall/shop in a week _____
- Total number that purchased from you that week _____
- Total number of browsers in that week _____
- Conversion rate in that week _____
- Income that week from offline sales _____
- Income in the whole year from offline sales _____
- Average monthly income from offline sales _____