



## Self Review Internal Evaluation

	Rate your season (1-5)	Outline your challenges	Notes for the future
<b>SALES &amp; MARKETING</b> ☺ Print ads, rack cards, other ☺ Proactive involvement CVB, Chamber, etc. Networking & maintaining corporate relationships. ☺ Grass Roots Marketing (brochure /coupon distribution, cross promotions) ☺ Assessing and tracking advertising ☺ Participation in Groupon/Annual Pass programs.			
<b>OPERATIONS</b> ☺ Recruiting, hiring, training. Supervising and managing staff ☺ Scheduling staff ☺ Upholding the stores appearance as well as our "on stage" spirit ☺ Coordinating maintenance and securing a mechanic. Maintaining, appearance, refurbishing the fleet. ☺ Ensuring safety and rider instructions ☺ Visiting and supervising your locations ☺ Controls - cash over/short, theft (money/product) ☺ Training DVD, WFR Uniform			
<b>FINANCIAL</b> ☺ Review daily, weekly, rental activity and other point of sale data – audits ☺ Labor vs revenue report ☺ Creating P&L and other financial reviews			
<b>TERRITORY DEVELOPMENT</b> ☺ New Location Development ☺ Future site inspections ☺ Researching the market and the territory ☺ Bicycle Tour, Pumpkin Patch			
Were you able to manage/reduce unscheduled issues ("firefighting")?  What were the primary time wasters?  Other?			

- What was the most successful thing you did this year and why?
- Which was your most successful location and why?