

BUSINESS CAPABILITY ASSESSMENT

Deliver to: Level One, 93 Cameron St, Whangarei 0110
Post to: P.O. Box 1762, Whangarei 0140
Email to: david@northlandinc.co.nz

PROFILE	
Company Name:	Date:
Postal Address:	Street Address:
Key Contact:	Position in Company:
Email:	Phone Numbers:
Website:	Financial Year End:
Year Established:	GST Number:
Referred By: Whitelaw Weber	

BUSINESS INFORMATION
Please give some background on your business, including company history, management, business goals, governance etc.
Please describe your products/services

Describe your competitive advantage (i.e. Do your products have unique selling points, or is it your IP or business model that is unique?)

Please describe your method of production (e.g. own facility, contract manufacture, or other; include capacity and scalability)

How is the product/service distributed and marketed in NZ?

What is your market share in NZ, and who are your key competitors?

FINANCIAL INFORMATION

What percentage of your total revenue in the last financial year is from sales in the NZ market?

	Total Revenue (\$'s k Actual)	Export Revenue (\$'s k Actual)	No. of Full time employees
Last Financial Year			
Current Year			
Next Year (forecast)			

GROWTH INFORMATION

What are your plans for growth and how do you plan to achieve these, including managing any financing and resourcing needs?

What do you see as being barriers to achieving your growth plans?

SWOT ANALYSIS

Strengths of the business?

Weaknesses of the business?

New opportunities for the business?

Threats to the business?

EXPORT STATUS	
Please mark the box that best describes your current exporting status:	
	Not currently exporting, but planning to in the next 12 months
	New to export (<2 years)
	Established exporter

KEY EXPORT MARKETS	
Please list your current three markets and outline your export activity, including products you are selling, distribution channels, business models, etc.	
1.	
2.	
3.	

EXPORT PLANS	
What are your plans for growth and how do you plan to achieve these, including managing any financing and resourcing needs?	
What do you see as being barriers to achieving your growth plans?	

MSI INQUIRY: INNOVATION, RESEARCH & DEVELOPMENT		
Does your company carry out any design, research and development, or have the potential to do so?	YES	NO
If yes, what are the details of the innovation		
If yes, how was the innovation developed? (E.g. internally, external expertise etc.)		

Has your business ever engaged with, either New Zealand Trade and Enterprise, Callaghan innovation the Ministry of Science and Innovation or the Ministry of Business Innovation and	YES	NO
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Employment and /or accessed government grants or funding?		
If yes, what are the details? (i.e. amount, and what for)		

RMA		
<i>The following questions do not form part of the business assessment. Your answers will help councils to better understand how the resource management act (RMA) impacts businesses.</i>		
Is the RMA an issue for your business?	YES	NO
If yes, what RMA issues are you most concerned about and why?		
Would you be happy for someone to contact you to discuss your answers?	YES	NO