



SELF DIAGNOSTIC BUSINESS TEST

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Copyright

Freedy Meritus

Health Yes/No

BRANDING

1. Is your logo available in PNG, SVG, and vector formats?

Yes | No

2. Do you have an editable source file of your logo (such as an AI or SVG file)?

Yes | No

3. Do you have multiple versions of your logo (icon, elongated version, text version)?

Yes | No

4. Do your brand colors follow a consistent style guide?

Yes | No

CUSTOMER RELATIONSHIP

5. Have you implemented a CRM tool to track your customers?

Yes | No

6. Do you use messaging or customer support tools to easily interact with your customers?

Yes | No

LEGAL

7. Is your trademark registered with an official body?

Yes | **No**

8. Do you have all the necessary licenses for your business activities?

Yes | **No**

9. Are your products protected by patents or other intellectual property rights?

Yes | **No**

10. Do your products comply with the standards and regulations in force in your industry?

Yes | **No**

INTERNAL CONTROL

11. Have you implemented monitoring tools to analyze your company's performance?

Yes | **No**

12. Do you use accounting management tools to track your finances?

Yes | **No**

MARKETING

13. Does your brand have a clear and defined communication strategy?

Yes | No

14. Do you use online marketing platforms, such as Meta Business or LinkedIn, to promote your business?

Yes | No

15. Have you implemented analytics tools to evaluate the effectiveness of your marketing campaigns?

Yes | No

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YES IS 1 POINT
NO IS 0 POINT

Total

Diagnostic results

11 - 15

My business
is feeling **good**

6 - 10

My business
could be **better**

0 - 5

My business
is **sick**

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THANK YOU

This is an overview analysis

For a
deeper
consultation

CONTACT US

