

PRELIMINARY REPORT Diagnostic Tool

Date: 27 March 2014

COMPANY INFORMATION

Company Legal Name	Angie Fashions
Business Registration Code	24340
Address	P O Box V 440
City / Country	Ramotswa, Botswana
Phone number	72102465
Fax	-
Name of Interviewee	Angelinah Nkau
Position	Director
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RESULTS

Business Environment Analysis	
BUSINESS ENVIRONMENT ANALYSIS- UNDERSTANDING THE BUSINESS SECTOR	Business owner clearly recognizes the economic sector to which her company belongs and the evolution of the main variables of this sector. However there is no evidence of established practices aimed at gathering information about the business environment.
BUSINESS ENVIRONMENT ANALYSIS- REGULATIONS & INSTITUTIONALITY	Business owner cannot clearly distinguish between the regulations and standards that influence the company and those regulations that pose threats and opportunities.
Marketing and Sales	
MARKETING AND SALES - SEGMENTATION, TARGET MARKET, AND POSITIONING	Client Segmentation is not explicitly defined. A client database is kept and referred to for follow-ups. The business owner is not aware of the actual positioning of her company in the market.
MARKETING AND SALES - COMMUNICATIONS	there is no promotion policy nor a communications plan in place.
MARKETING AND SALES - SALES MANAGEMENT	The sales staff has sales support material such as brochures, an institutional and products presentation, product samples, or others. However, there is no sales management system in place.
Production and Operations	
PRODUCTION AND OPERATIONS - TECHNOLOGICAL LEVEL	the machinery and equipment are functional and operating. However, there is no procurement plan in place to acquire new machines, nor manuals or historical record for the machines available.
Finance	
FINANCE- ACCOUNTING RECORDS	insufficient accounting records are kept. There are no management accounts
FINANCE - COST ANALYSIS	no historical data is kept regarding company costs and forecasts.

FINANCE - FINANCIAL ADMINISTRATION	there is no accounting system in place, and no inhouse capability for book keeping and accounting function. No formal budgeting is carried out.
Information Management	
INFORMATION MANAGEMENT- INFORMATION	There is no clear definition of the requirements and identification of the relevant information sources. There is no documentation of regular information processing (market, competition, clients, income)
Quality Management	
QUALITY MANAGEMENT - PROCEDURES	Although there is a high degree conformance to a clients required product, a practice of some some quality check measures through inspection and procedures, there are no rejection or acceptance criteria documentetd. Quality assurance is restricted two members, one of which is the business owner.
QUALITY MANAGEMENT - PRODUCT QUALITY	The owner makes product quality checks to ensure client satisfaction. There is no explicit product guarantee nor a product quality check list/ criteria documented.
Technological Innovation	
TECHNOLOGICAL INNOVATION - CORPORATE CULTURE FOR INNOVATION	The company has no corporate innovation policy, nor a budget for innovation. Innovation is not being actively encouraged on the production floor.
TECHNOLOGICAL INNOVATION - EXECUTION OF INNOVATION PROJECTS	there is no formal system for continous innovation, that is supported by budgeting.
TECHNOLOGICAL INNOVATION - INFORMATION TECHNOLOGIES	The company does not use information technological tools.