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SME Growth Assessment: The 4 Core Growth Engines

Diagnose the hidden operational bottleneck holding back your business in 10 minutes.

Target Audience: For ambitious small business owners and founders scaling from R1M to R50M turnover.

> **Finding the Single Bottleneck**
> In small business, you never have 20 problems—you have one single constraint causing 19 symptoms. This assessment evaluates your 4 Core Growth Engines (Financial, Sales, Operations, Leadership) to pinpoint the exact bottleneck choking your revenue and peace of mind.— Kamamoja Consulting Team

Scoring System

- 0 Points = Not Yet (Pain point or non-existent)
- 1 Point = Partly (Informal, inconsistent, or only when pressured)
- 2 Points = Yes (Documented, disciplined, standard operating habit)

Engine 1: Financial Engine & Margin Architecture

#	Core Growth Diagnostic Benchmark	Score (0, 1, 2)	Current Reality / Notes
F01	We calculate our exact Gross Profit Margin on every product or service sold, ensuring no work is done at a loss.	[ ]	Evidence...
F02	We maintain at least 60 to 90 days of operational overheads in cash reserves as a working capital buffer.	[ ]	Evidence...
F03	Our business bank account is 100% separate from personal spending, with the founder drawing a predictable fixed salary.	[ ]	Evidence...
F04	We review an accurate Cash Flow Forecast at least monthly to anticipate cash crunches before they happen.	[ ]	Evidence...
F05	Customer invoices are issued within 24 hours of delivery, with strict credit terms and systematic payment follow-ups.	[ ]	Evidence...
F06	We know our exact monthly breakeven turnover figure and track performance against it every single week.	[ ]	Evidence...

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Engine 2: Sales, Marketing & Pipeline Engine

#	Core Growth Diagnostic Benchmark	Score (0, 1, 2)	Current Reality / Notes
S01	We have a steady, predictable source of new customer leads rather than relying entirely on random word-of-mouth.	[ ]	Evidence...
S02	No single client represents more than 25% of our total company revenue (low customer concentration risk).	[ ]	Evidence...
S03	We have a clearly defined Ideal Customer Profile and know exactly which types of projects are most profitable.	[ ]	Evidence...
S04	We track our sales pipeline (leads, quotes submitted, deals closed) in a visual CRM or digital spreadsheet.	[ ]	Evidence...
S05	We have a structured follow-up process for prospects who received quotes but haven't yet made a purchasing decision.	[ ]	Evidence...
S06	We generate predictable repeat business or monthly recurring retainer revenue from our existing client base.	[ ]	Evidence...

Engine 3: Operations, Capacity & Delivery Engine

#	Core Growth Diagnostic Benchmark	Score (0, 1, 2)	Current Reality / Notes
O01	Our core business delivery processes are documented in Standard Operating Procedures (SOPs) or checklists.	[ ]	Evidence...
O02	The business can operate smoothly and deliver to customers for two full weeks without the founder being present.	[ ]	Evidence...
O03	We measure our on-time, in-full (OTIF) delivery rate and maintain a customer satisfaction score above 90%.	[ ]	Evidence...
O04	Team members have clear, written job descriptions and take full ownership of their daily key performance indicators.	[ ]	Evidence...
O05	We use modern digital tools (cloud storage, task management, accounting software) to eliminate duplicate admin.	[ ]	Evidence...
O06	Our current production or service delivery capacity can absorb a 50% increase in orders without collapsing in quality.	[ ]	Evidence...

Engine 4: Strategy, Governance & Leadership Engine

#	Core Growth Diagnostic Benchmark	Score (0, 1, 2)	Current Reality / Notes
L01	We have written 12-month business goals with clear quarterly milestones understood by the entire team.	[ ]	Evidence...

#	Core Growth Diagnostic Benchmark	Score (0, 1, 2)	Current Reality / Notes
L02	We can articulate our unique value proposition—why customers should choose us over competitors—in one sentence.	[ ]	Evidence...
L03	The founder spends at least 20% of their working time working ON the business (strategy) rather than IN it.	[ ]	Evidence...
L04	We hold disciplined weekly operational management meetings to review performance numbers and remove team blockers.	[ ]	Evidence...
L05	All statutory compliance (CIPC, SARS Tax Clearance, B-BBEE, COIDA) is kept up to date and verified quarterly.	[ ]	Evidence...
L06	We review our pricing, cost structure, and competitor positioning at least twice a year to protect margins.	[ ]	Evidence...

Results Summary & Bottleneck Identification

Growth Engine	Your Score	Max Points	Engine Health Rating
Engine 1: Financial & Margin Architecture	_____	12	Healthy (10-12) · Vulnerable (6-9) · Critical (0-5)
Engine 2: Sales, Marketing & Pipeline	_____	12	Predictable (10-12) · Lumpy (6-9) · Fragile (0-5)
Engine 3: Operations, Capacity & Delivery	_____	12	Systemized (10-12) · Strained (6-9) · Chaotic (0-5)
Engine 4: Strategy, Governance & Leadership	_____	12	Aligned (10-12) · Reactive (6-9) · Ad-Hoc (0-5)
TOTAL SME GROWTH SCORE	_____	48	See your business growth stage below

What Your Score Means

Stage 1: 0 – 16 Points: Bottlenecked Founder — Trapped working IN the business 24/7. Cash-flow volatility is high and operations live in your head. Fix pricing, eliminate loss-making jobs, and document daily checklists.

Stage 2: 17 – 32 Points: Scaling Builder — Proven product-market fit! Systems have lagged behind sales volume. Systemize delivery, automate quoting, build a cash reserve, and diversify customer pipeline.

Stage 3: 33 – 48 Points: Sustainable Growth Enterprise — Disciplined systems, clean margins, and predictable execution. Positioned for regional expansion, corporate supply chains, or equity investment.

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Turn Your Score into Action: Next Steps with Kamamoja Consulting

A score tells you where you stand. A conversation tells you what to do about it. Book a free, no-obligation 30-minute diagnostic session with our team to review your scores, benchmark against peer businesses, and map your 90-day execution plan.

Schedule Your Free Strategy Session

- Online Booking: Visit https://kamamoja.com/ and click 'Schedule Strategy Session'
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