



GROWTHWIND LIMITED

## BUSINESS HEALTH ASSESSMENT

Comprehensive Diagnostic Services for Uganda's Private Companies

7

Assessment Volumes

150+

Companies Assessed

10+

Industries Served

## Our Purpose

Empowering Ugandan companies through objective business health diagnostics

### Why Business Health Assessments Matter



#### Understand True Health

Objective view of your business across all critical dimensions



#### Identify Vulnerabilities

Discover hidden risks before they become crises



#### Optimize Performance

Improve efficiency across all business functions



#### Plan Growth

Create roadmaps for sustainable business expansion

### Our Core Principles

#### Impartiality

Objective assessment without bias

#### Comprehensive

Examining all aspects of health

#### Constructive

Focus on improvement opportunities

#### Confidential

Complete discretion in all engagements

#### Actionable

Clear pathways from diagnosis to improvement

#### Uganda-Specific Expertise

We understand that Ugandan businesses operate in a unique environment where formal and informal systems coexist, family and business interests often overlap, and resource constraints require creative solutions. Our assessment framework acknowledges these realities while maintaining international best practice standards.

## 7-Volume Assessment Framework

Comprehensive evaluation across all business dimensions

1

#### Financial Health

Revenue quality, profitability analysis, cash flow management, debt structure optimization, and financial reporting accuracy.

2

#### Operational Excellence

Process efficiency, supply chain optimization, quality management systems, and cost management opportunities.

3

#### Human Capital

Organizational structure, leadership depth, employee engagement, skills gaps, and succession planning.

4

#### Market Position

Market share analysis, customer satisfaction, brand strength, competitive advantages, and growth opportunities.

5

#### Governance & Compliance

Governance framework, board effectiveness, regulatory compliance, legal structure, and risk management.

6

#### Strategic Positioning

Strategic clarity, innovation capability, digital readiness, sustainability practices, and scalability potential.

7

#### Risk & Resilience

Business continuity, crisis management, infrastructure dependencies, and recovery capabilities.

#### 360° Business Evaluation

Each volume receives detailed analysis with specific scores, benchmarks, and improvement recommendations tailored to your business context.

## Health Scoring System

Clear metrics to understand your business performance

#### Overall Business Health Score

Score Range	Health Status	Interpretation
86-100	Excellent	Industry leader, minor optimizations possible
71-85	Good	Healthy business with specific improvement areas
56-70	Fair	Functioning well but significant opportunities exist
41-55	Needs Attention	Multiple areas requiring intervention
26-40	Poor	Urgent improvements needed across divisions
0-25	Critical	Immediate comprehensive intervention required

### Assessment Process

1

#### Preparation

Planning & document request

2

#### Data Gathering

Analysis & evaluation

3

#### Stakeholder Engagement

Interviews & surveys

4

#### Analysis & Scoring

Benchmarking & gaps

5

#### Reporting

Presentation & planning



#### 100+ Page Report

Comprehensive findings & recommendations



#### Visual Dashboards

Scorecard & priority matrices



#### Improvement Roadmap

Prioritized actions & timelines



#### Implementation Support

Division handover & monitoring

## Success Stories & Results

Transforming businesses across Uganda

#### Manufacturing Transformation

Initial: 52 → Final: 74

Working capital optimization, export potential identification, succession planning improvements

#### Retail Chain Success

Initial: 61 → Final: 78

30% efficiency improvement through inventory optimization and customer service enhancement

#### Family Business Growth

Initial: 48 → Final: 71

Successful transition to professional management through governance restructuring

#### Industries We Serve

Manufacturing & Processing

Retail & Distribution

Financial Services

Healthcare & Pharma

Education & Training

Real Estate & Construction

Agriculture & Agribusiness

Technology & Telecom

Hospitality & Tourism

Professional Services

### Start Your Business Transformation

"Every successful business journey begins with understanding where you truly stand today."

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