

Minnesota Business Valuation Group

<http://www.BusValGroup.com>

(612) 240 0309

SITE VISIT AGENDA *Business Valuation Engagement*

Note: We will spend about an hour and a half at your business. During that time, we want to see your business operations, including key assets, and ask you about how it operates. The following provides an overview of the types of questions we will ask.



I. History of

1. Describe significant events in COMPANY's history

II. Business Strategy

1. Describe COMPANY's business model, e.g.:
 - a. Revenue generation
 - b. Pricing model
 - c. What is driving margins
 - d. New business generation
2. Describe COMPANY's current business strategy and how it has evolved
3. Discuss how COMPANY's business model is expected to change in light of changes in the industry (e.g., competition, pace of deregulation, credit requirements, etc.)
4. Define COMPANY's core competency – what makes COMPANY unique from its competitors
5. Discuss the Company's strengths and weaknesses with respect to its competitors
6. Describe how COMPANY has positioned itself vis-à-vis its customers
7. Describe management's vision for COMPANY over the next three to five years

III. Markets and Competition

1. Describe your competitors and the nature of the competition
2. Discuss how you analyze your markets (e.g., market size, competitive environment, etc.)
3. Describe the most significant macroeconomic variables impacting your business model and your markets
4. Discuss the principal business and operating risks facing COMPANY in the short- and long-term
5. Discuss your operating margins relative to competitors
6. Discuss the basis for competition and barriers to entry

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IV. Operations Review

1. Briefly discuss:
 - a. Sales and marketing
 - b. Customers (concentration, types, credit risk, etc.)
 - c. Pricing
 - d. Risk management and views on overall risk profile
 - e. Suppliers (concentrations, credit risk, etc.)
 - f. Facilities
 - g. MIS and technology
 - h. Infrastructure/management team and employee base
 - i. Key people, based on knowledge, contacts, etc.
 - j. Intellectual property and how it is protected

IV. Growth Opportunities

1. Discuss growth prospects (e.g., increased penetration in existing markets, new markets, etc.)
2. Discuss what actions are being taken to protect/increase COMPANY's market share
3. Describe significant initiatives for next year and beyond
4. Discuss any opportunity for acquisitions

V. Financial Review

1. Review of select line items in financial statements
2. Discuss outlook for next year and beyond and how forecast is derived, if applicable:
 - a. Growth drivers
 - b. Operating assumptions
 - c. Working capital

VI. Legal, Insurance and Environmental and Regulatory

1. Discuss any pending or threatened litigation
2. Discuss any long-term contractual obligations
3. Describe significant regulatory/compliance items specific to the industry