
Business Health Assessment

01 Overview

Companies often find themselves faced with unexpected situations which impact their business operations in different ways. Any form of change or unpredictable affairs may call for new measures and a set of actions to respond to new challenges and adapt to circumstances to maintain your business's continuity and good performance. Such changes may result from a crisis, latest trends, market conditions, and a consequence of your own business decisions or desired position.

The potential damage of a crisis, as well as of any rapid and unexpected change in your business environment, can impact your business significantly if not appropriately handled. Therefore, our business specialists have designed a service package intended for small and micro enterprises to share a combination of our knowledge, creative thinking, problem-solving and crisis management skills. Majority of SMEs are likely to struggle with decreased sales, product relevance or low digital readiness in response to changes. Reasons behind it might lay in dramatically reduced client activity, poorly adapted value proposition, or in lack of tools needed to address customers through digital channels. Accordingly, every business has to be aware of their current state and internal organisational structure to develop the right strategy and maintain or improve their efficiency. Our set of tools and support will help your business retain its liquidity and give you valuable insight into your current state and capabilities while suggesting innovative solutions that will lead your business into the desired shape.

02 Benefits

With the technological advancements and the global marketplace becoming more and more integrated, companies today absorb new means to achieve success. Small and micro enterprises are competing with large corporations, small and medium-sized businesses, and are adapting to modern technologies and new market challenges. Good insight is crucial for strategic planning; hence our knowledge, experience, and resources are precisely what your business needs to go through that process. Whether you are preventing the potential damage or adapting to the already done.

Business Health Assessment is a handy tool and a starting point for any decision-making process. There are generally three essential elements in successful crisis management: preparedness, a fact-based strategy and the effectiveness of all communication – that is, both internal and external. To make long term decisions, you have to have a solid foundation.

The package includes a health assessment, three consulting meetings and the creation of short-term and long-term plans, that will help you and your company to navigate confidently towards the desired destination.

03 Solution

To help you identify the business position and recognise its improvement opportunities, we conduct a brief analysis of your business from two different but interdependent viewpoints, combining our knowledge and experience of strategic management and strategic planning. Whether you are developing new or documenting the existing business models, we help you align your activities by illustrating the potential trade-offs. Good understanding of your business can reduce the chances of failure and use the best advantage of what you already have to offer. Based on our findings, we offer you practical solutions based on the actual capabilities of your organisation. We recognise the potential and develop adequate solutions using the innovative approach to provide our full support through the entire introduction, growth, or change process.

Closing the gap between **business** and **technology**



SEEBA Nordics - Head Office

Östermalmstorg 1, 11442, Stockholm,
Sweden
+46 8 – 501 645 20



SEEBA Balkans - Branch Office

Ferhadija 16, 71000, Sarajevo,
Bosnia and Herzegovina
+387 62 932 757

www.seeba.se
info@seeba.se