ADOT

Business Engagement & Compliance

DBE Supportive Services Program

Today's Date: _____

Preliminary Business Assessment

Company Name: _____

Business Description (brief): _____

Company Representative: _____ Title: _____

Year Company Founded: _____ email: _____

Phone: (O) _____ (M) _____

List Up To Six Applicable NAICS Codes For Your Business (https://www.naics.com/search/):

_____ _____

_____ _____

_____ _____

A Little More Information About Your Company

# of full-time Employees _____ # of part-time employees _____

# of 1099/W9 personnel _____ Max temp personnel avail _____

Total annual payroll $ _____ Total annual gross sales $ _____

Are you teaming with any other DBEs on projects? ◯ Yes ◯ No

Planning

Do you have a written business plan? ◯ Yes ◯ No

Do you have a written marketing plan? ◯ Yes ◯ No

Do you have a written financial plan and forecast? ◯ Yes ◯ No

Do you have a written succession plan? ◯ Yes ◯ No

Legal

Have you determined your ideal business structure? ◯ Yes ◯ No

Have you taken the necessary steps to register your company? ◯ Yes ◯ No

Have you registered your business trade name in Arizona? ◯ Yes ◯ No

Have you applied for all applicable sales tax licenses? ◯ Yes ◯ No

Do you have a designated company attorney? ◯ Yes ◯ No

Preliminary Business Assessment

Human Resources

Are you familiar with all current immigration/employment laws?	Yes	No	
Do you understand how to determine contractor vs. employee status?	Yes	No	
Do you have any difficulty finding good employees?	Yes	No	N/A
Do you offer a training program for your employees?	Yes	No	N/A
Do you have an employee manual?	Yes	No	N/A
Do you understand workers' compensation requirements?	Yes	No	
Do you have an employee benefit program in place?	Yes	No	N/A
Is your compensation structure competitive?	Yes	No	Not Sure

Financial

On a 1-5 scale (5=high), rate your understanding of company financial management tools and techniques.	1	2	3	4	5
Do you use special accounting software?	Yes	No			
Do you fully understand your costs when preparing a proposal?	Yes	No			
Do you fully understand what banks need when reviewing loan applications?	Yes	No			
Do you have sufficient bonding coverage?	Yes	No	N/A		
Do you have an established estimating system in place?	Yes	No			
Are you confident in your estimating system?	Yes	No			
Do you review your P&L statement at least quarterly and make adjustments to your financial management as a result?	Yes	No			
Do you keep and update regularly a balance sheet?	Yes	No			
Do you believe you have room for improvement in creditworthiness?	Yes	No			
Are your accounts payables and accounts receivables at satisfactory levels?	Yes	No			
Have you established leading indicators as early checkpoints to alert management if you are staying on budget/plan?	Yes	No			

Risk Management

Do you understand your insurance requirements?	Yes	No	
Have you obtained all necessary business insurance?	Yes	No	
Do you offer employees health insurance?	Yes	No	N/A
What is your bonding capacity?	$		

Preliminary Business Assessment

Marketing

Do you have a company logo?	◯ Yes	◯ No	
Do you have a company website?	◯ Yes	◯ No	
Do you understand how to build/change your website?	◯ Yes	◯ No	
Do you have company marketing collateral (brochures, etc.)?	◯ Yes	◯ No	
Do you have a community engagement/networking plan?	◯ Yes	◯ No	
Do you have a sales/projects leads program in place?	◯ Yes	◯ No	
Can you state your company 'elevator pitch'?	◯ Yes	◯ No	
Do you know how to build a brand positioning statement?	◯ Yes	◯ No	◯ I Don't Know
Have you identified a leads to projects ratio that will drive your success?	◯ Yes	◯ No	
Do you have a sponsorship plan for events?	◯ Yes	◯ No	
Do you have a public relations plan?	◯ Yes	◯ No	
Have you generated your ADOT Company Mini-Bio?	◯ Yes	◯ No	
Is your SAM.gov listing up to date?	◯ Yes	◯ No	

Other Business Skills

Are you comfortable with business writing skills?	◯ Yes	◯ No
Do you utilize time management tools?	◯ Yes	◯ No
Are you or do you have a team member who is experienced in project management?	◯ Yes	◯ No
Would partnering and business relationship skill building training be helpful?	◯ Yes	◯ No

Industry Specific

Do you have a written safety program and plan?	◯ Yes	◯ No
Are you prepared for FARS/Audits?	◯ Yes	◯ No
Do you feel that you have a chance to work with Primes?	◯ Yes	◯ No
Do you understand how Primes select subs and how to make your company more attractive?	◯ Yes	◯ No
Do you intend to act as a Prime on certain projects?	◯ Yes	◯ No
Do you have a standard "pre-work starting" program in place to train your employees on the project?	◯ Yes	◯ No
What is the size of your largest project to date?	$	

Preliminary Business Assessment

ADOT Specific

Are you comfortable with the bidding website? ◯ Yes ◯ No

Do you know where to go within ADOT for help? ◯ Yes ◯ No

Are you getting the most out of your certification? ◯ Yes ◯ No

Do you participate in the Expo and conferences? ◯ Yes ◯ No

Do you understand the intricacies of ADOT contracts? ◯ Yes ◯ No

Is your AZUtracs information correct? ◯ Yes ◯ No

Do you know where to find ADOT procedures and forms? ◯ Yes ◯ No

Do you know how to complete ADOT forms? ◯ Yes ◯ No

Do you understand the ADOT prequalification process? ◯ Yes ◯ No

Can you always determine if you are applying for the "right" work? ◯ Yes ◯ No

Do you understand programs available to you from ADOT BECO DBE Supportive Services? ◯ Yes ◯ No

What percentage of your business does ADOT represent?

What percentage of your business is comprised of gov't work?

On what non-ADOT types of projects do you work?

Your Keys to Success

Please briefly identify three key drivers to company success in the next one to three years.

1

2

3

Weaknesses to Address

Please briefly identify three weaknesses that you must address to achieve future goals.

1

2

3

Preliminary Business Assessment

Your Goals/Objectives

12 month total sales goal $

Annual sales goal for year three $

12 month hiring goal FT PT

# of ADOT projects in last 12 months #

What is your bonding capacity goal? $

What percentage of your business would you like to be ADOT? %

What is the biggest size project you would like to obtain in the next 3 years? $

Other goals you want to share:

Help for Success

Please briefly describe three to five areas wherein ADOT might help you build to greater levels of success.

1

2

3

4

5

Program Participation Outcome

What one benefit are you most seeking by participating in the ADOT Business Development Program?

ADOT

DBE Supportive Services Program