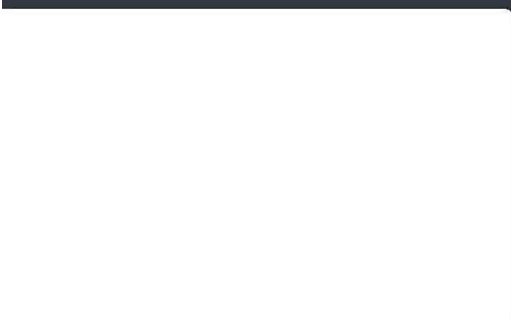
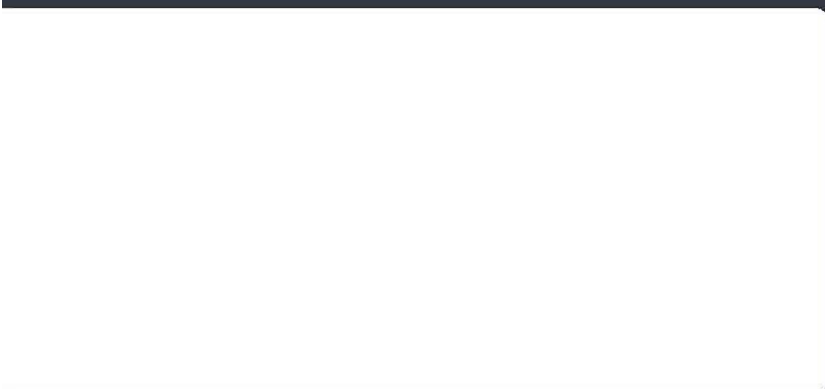
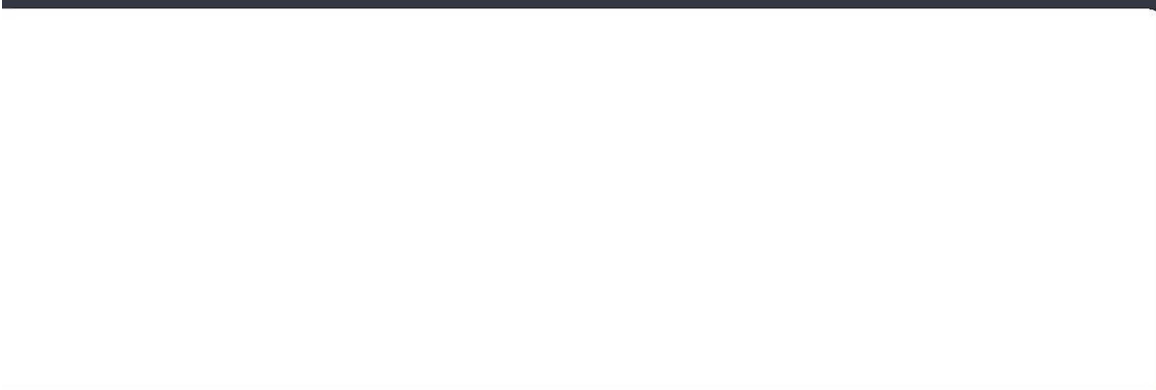


BUYERS DECISION MAKING CRITERIA



DECISION MAKING CRITERIA

What is a decision-making criterion?

Basically, your list of the features and benefits that the business needs to offer you. Before any investment decision is made – purchasing a new home, investment property, or in this case, a business – you need to establish decision-making criteria.

Why have a decision-making criterion?

So, you can make the best decision for you. When you think about it – you already have one anyway. It is a combination of all your life, work, and business experiences and values. The trouble is it's in the 'back of your mind' and it's not very clear. The idea is to get all this information out of your mind and down on paper in a clear and concise format. This way you can make a logical decision. Otherwise, your decision will be emotional. By removing emotion, you are able to make a clear business decision. The key emotion you need to eliminate is fear.

How do I use my decision-making criteria?

Use it as a 'checklist' as you learn more about the business you have applied for. We all know that there's no such thing as 'the perfect business' so you'll probably need to compromise a little otherwise you risk wasting months or years that you'll never get back. However, you have tailor-made this decision-making criterion for yourself – so most of the criteria must be met before you mentally commit.

When the majority of your criteria is met, it's great news – you know you've found the right business!

From this day onwards, your focus needs to be that of every successful business owner – **roll your sleeves up and work hard**, market your business in the local area, **deliver outstanding customer service**, follow the business systems to the letter, and **stay positive**. As they say, **"It's not rocket science!"**

Before you continue...

The first thing you have to decide is this – **"OK – when I find a business that meets this criterion – I WILL DO IT.** Otherwise, why would I bother wasting my time and energy if I'm not going to do anything anyway".

Think of it like this – you want a silver BMW 525i, 2008 model, less than 40,000km's, perfect duco, owned by a non-smoker, with full-service history, never been in a smash, and you are willing to pay no more than \$70,000. You spend 5 weeks driving around car yards, searching on the Internet, countless telephone calls, visiting private homes to view cars, and on and on. Finally, you find it. You pull out your checklist – tick, tick, tick – all ticks.

What is the logical decision that needs to be made?

Commit!

What to think about while you complete your Business Buying Criteria?

- YOUR FAMILY
- YOUR INCOME
- YOUR INVESTMENT CAPACITY
- YOUR FUTURE
- THE MARKET
- THE BRAND/COMPANY
- THE PEOPLE

Good business

- How passionate has the existing owner been in the running of the existing business?
- Are the operational systems well-developed and professional?
- Do I have the confidence that I can follow these systems once I have been trained?
- I know what my role will be, and I am comfortable with that.
- I'm confident that the market in that area is big enough to support my business.
- I feel I can run a good business and I'll be dedicated to making it a success.
- I am willing to make that jump.
- What are the customers for the business like? Will they continue to be good customers into the future?
- Are these the type of customers I want to deal with?
- I can clearly see how I will be different to my competitors.
- Are there regular suppliers?

Family

- Will the business allow me to have an improved family life?
- Do I have the support of my immediate family?

Enjoy

- Will I enjoy the challenge of running this business day-to-day?
- I like the people I will be involved with.
- I will enjoy running this business day-to-day.

Money

- Are the margins good?
- My risk is relatively low in comparison to other alternatives.
- My overall return on investment is acceptable in comparison to other low-risk investments.
- Is the cash flow strong and consistent?
- I can see that I can use this 'vehicle' to grow my future investments.

People

- Do the business owners seem pleasant and friendly?
- Do the staff seem helpful and knowledgeable?

OUR FAMILY SCENARIO		
1.		<input type="checkbox"/>
2.		<input type="checkbox"/>
3.		<input type="checkbox"/>
4.		<input type="checkbox"/>
OUR INCOME GOALS		
1.		<input type="checkbox"/>
2.		<input type="checkbox"/>
3.		<input type="checkbox"/>
OUR INVESTMENT CAPACITY		
1.		<input type="checkbox"/>
2.		<input type="checkbox"/>
3.		<input type="checkbox"/>
OUR FUTURE GOALS		
1.		<input type="checkbox"/>
2.		<input type="checkbox"/>
3.		<input type="checkbox"/>
4.		<input type="checkbox"/>

THE MARKET THE BUSINESS OPERATES IN		
1.		<input type="checkbox"/>
2.		<input type="checkbox"/>
3.		<input type="checkbox"/>
4.		<input type="checkbox"/>
THE BRAND/COMPANY		
1.		<input type="checkbox"/>
2.		<input type="checkbox"/>
3.		<input type="checkbox"/>
4.		<input type="checkbox"/>
5.		<input type="checkbox"/>
6.		<input type="checkbox"/>
THE PEOPLE INVOLVED		
1.		<input type="checkbox"/>
2.		<input type="checkbox"/>
3.		<input type="checkbox"/>



T 1300 535 932

THEFINNGROUP.COM.AU