



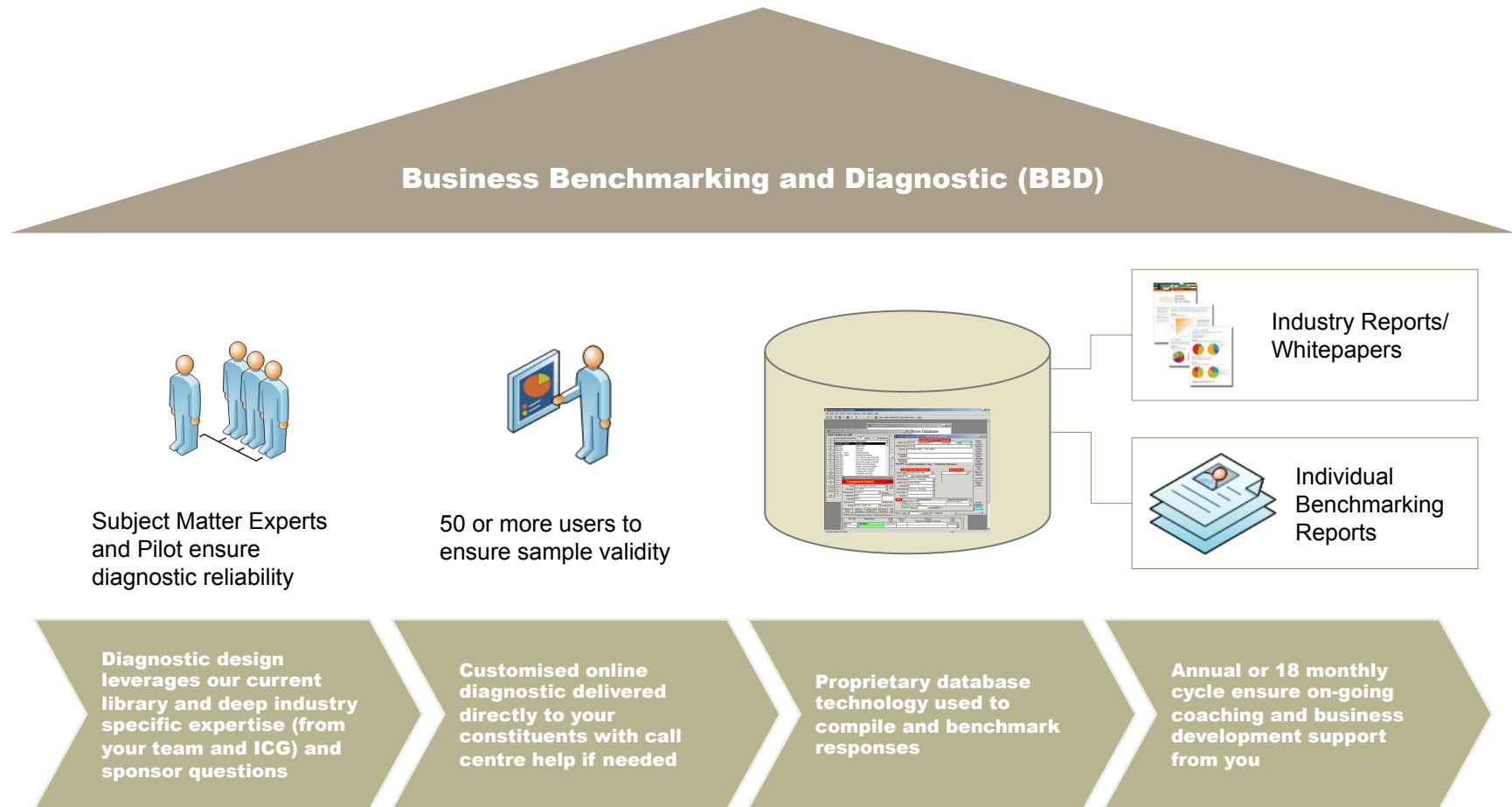
Business Benchmarking Diagnostic (BBD)

A customised, white-labeled, online diagnostic tool to enable you to add value to your network, franchisees, association and channel development activities



Our Business Benchmarking and Diagnostic Tool adds immediate value to any network model with comparable peers

Customisable online assessment build industry and individual level analysis



BBD can be white labeled and offered as a service, cost centre or profit centre

The screenshot displays the BBD interface. On the left, a questionnaire asks about strategic planning, operational plans, and review frequency. The center shows a 'Health Check' dashboard with a grid of indicators (Client, Business Plan, External Profile, Capability) and their status (Poor Health, Average Health, Healthy, Fit, Super Fit). On the right, a 'Business Plan' section provides a summary and detailed comments, including a note that the result indicates a deficient business planning process.

BBDs Business Benchmarking Diagnostic Pricing Options (12 months):

Option	Build Fee	License Fee	Minimum Licenses
1	\$20,000	\$700	100
2	\$60,000	\$600	50
3	\$75,000	\$-	0

Design, construction and execution of a Business Benchmarking Diagnostic (BBD) for your franchise network, affiliate network, association membership or distribution channel

- Design objectives and focus areas for year one and subsequent iterations developed
- Initial design and piloting based on our questions and yours
- Online tool testing and education/briefing materials
- Build period – 6 to 12 weeks
- Industry/Association analysis reports and whitepapers
- Can be provided free to your members, or sold on a cost or profit making basis.

Sample: BBD is proven in the Australian and Global marketplace



The Business Benchmarking Diagnostic has been developed to provide business owners with unique information and insight.

- Has been adapted to distinctly different markets – independent financial advisers, mortgage brokers, small business owners and third party administrators
- Currently operating in five countries including USA, UK and Australia
- Businesses are objectively and independently benchmarked against best practice and their industry peers
- Comprehensive content – qualitative and quantitative, rich in suggestions as well as general commentary
- Consolidated Industry Analysis reports quoted frequently in industry press and general events such as conferences
- Fully supported and maintained on-line.



Internal Consulting Group

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