AGUSTÍN GONZÁLEZ

FREE BUSINESS ANALYSIS TOOL

Strategic business analysis

Example Business · DEMONSTRATION

Wellness and health

MY GOAL

Improve margin without working longer hours.

Connect customers, profitability and opportunities. Download a personalised report with priorities and a 30-day plan.

Report date: 2026-11-07

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Your business in perspective.

EXAMPLE BUSINESS · DEMONSTRATION

Fictional data to demonstrate the report. This is not a real business.

My goal

Improve margin without working longer hours.

Your priority

Offer · Compare three products or services, recording price, direct costs and total time spent.

This analysis reflects your answers. It is a starting point for decisions, not an audit or a forecast.

WHAT TO KEEP

There is not enough evidence yet to highlight a strength. Start by checking your priorities.

A FIRST LOOK AT YOUR FIGURES

Declared monthly difference

€2,200.00

Approximate monthly revenue, excluding taxes (optional): 12000 EUR

Estimated total monthly costs (optional): 9800 EUR

Revenue minus the costs you entered. This is not verified net profit: include all costs and use the same period and currency.

HOW TO READ THIS REPORT

Defined rules combine your answers into recommendations. Notes are preserved as context, without automatic interpretation of free text or external research. Sales and outcomes are not guaranteed.

Your business model at a glance

A summary of your self-assessment. Open each area to review its evidence.

01 / Prioritize

Business

Can income continue if your main service or channel stops?

02 / Prioritize

Customers

Do you know how many customers return and how often?

03 / Prioritize

Market

Do customers recognize a specific reason to choose you?

04 / Prioritize

Offer

Do you know the margin and time required for each product or service?

05 / Prioritize

Brand

Does your website quickly explain who you help and how?

06 / Prioritize

Team

Are recurring processes documented in a simple way?

07 / Prioritize

Opportunities

Have you identified partners who could complement your business?

08 / Prioritize

Acquisition and sales

Do you know which channel brings profitable customers, beyond visits?

09 / Prioritize

Profitability

Do you know your fixed and variable costs and minimum required sales?

What your combined answers reveal

Clarify what each sale leaves before expanding.

Margin and costs or pricing remain uncertain. More revenue could hide unmeasured work or costs.

Why this appears:
Do you know the margin and time required for each product or service? Not yet
Do you know your fixed and variable costs and minimum required sales? Not yet
Does your price cover the complete work and necessary costs? Not yet

How to test it: Calculate three real sales including all time and costs.
What to measure: Contribution per sale and hours spent.

Growth could increase workload before margin.

Delivery capacity and business autonomy are unresolved. More demand could move the bottleneck into your diary.

Why this appears:
Can you serve more demand without harming quality or adding many hours? Not yet
Can the business operate for a week without your constant presence? Not yet

How to test it: Document or delegate one task and measure time released before increasing acquisition.
What to measure: Hours per delivery and available capacity.

What your combined answers reveal

Your differentiation needs to reach the sales conversation.

Customer-perceived differentiation and website clarity need work. Test your promise before increasing visibility.

Why this appears:
Do customers recognize a specific reason to choose you? Not yet
Does your website quickly explain who you help and how? Not yet

How to test it: Interview five customers and test a message based on their real reasons for choosing you.
What to measure: Proposition comprehension and qualified enquiries.

More acquisition alone will not solve weak follow-up.

Repeat business or follow-up and acquisition measurement need attention. Opportunities may be lost before more advertising is needed.

Why this appears:
Do you know how many customers return and how often? Not yet
Do you offer useful follow-up after a purchase or service? Not yet
Do you know which channel brings profitable customers, beyond visits? Not yet

How to test it: Review ten recent customers and test useful follow-up with permission.
What to measure: Repeat purchases and follow-up responses.

What your combined answers reveal

A partnership could test growth with shared resources.

Complementary needs are identified, but partners or offer validation are missing. This is an opportunity to explore, not proven demand.

Why this appears:
Have you identified a recurring need you do not currently address? Yes, clearly
Have you identified partners who could complement your business? Not yet
Have you validated a complementary offer your customers need? Partly

How to test it: Speak to a possible partner and test a small proposition with five customers.
What to measure: Real interest, pilot cost and purchases or commitments.

Three next steps

01 / OFFER · PRIORITIZE

Do you know the margin and time required for each product or service?

Not yet

> **Action**
> Compare three products or services, recording price, direct costs and total time spent.

02 / PROFITABILITY · PRIORITIZE

Do you know your fixed and variable costs and minimum required sales?

Not yet

> **Action**
> Separate fixed and variable costs and estimate the sales needed to cover both.

03 / BUSINESS · PRIORITIZE

Can income continue if your main service or channel stops?

Not yet

> **Action**
> Identify where recent income came from and one alternative to test if the main source stopped.

Your 30-day action plan

Days 1-7 · Understand

Compare three products or services, recording price, direct costs and total time spent.

Days 8-14 · Test

Calculate three real sales including all time and costs.

Days 15-30 · Decide

Set aside time in 30 days to review what you tried, what you learned and what to adjust.

YOUR NEXT STEP, WITH A DATE.

Action: Compare three products or services, recording price, direct costs and total time spent.

Owner: Me

A purposeful conversation

We can review your priorities, explore partnerships and consider a first step that fits your business.

agustingonzalez.es/en/para-tu-negocio/

Your answers, area by area

BUSINESS

Do you have a specific goal for the next 90 days?

Yes, clearly

Can income continue if your main service or channel stops?

Not yet

Can the business operate for a week without your constant presence?

Not yet

CUSTOMERS

Do you know how many customers return and how often?

Not yet

Have you asked customers what they value and what they would improve?

Yes, clearly

Do you offer useful follow-up after a purchase or service?

Not yet

> **Your stated context**
> Fictional data to demonstrate the report. This is not a real business.

MARKET

Can you describe your priority customer and their main need?

Yes, clearly

Do you know which alternatives customers compare before choosing you?

Partly

Do customers recognize a specific reason to choose you?

Not yet

Your answers, area by area

OFFER

Do you know the margin and time required for each product or service?

Not yet

Can you serve more demand without harming quality or adding many hours?

Not yet

Have you validated a complementary offer your customers need?

Partly

BRAND

Does your website quickly explain who you help and how?

Not yet

Do you show real evidence that helps people trust your business?

Yes, clearly

Is it easy to contact you, and do you know which inquiries come from your website?

Partly

TEAM

Does every key task have an owner and clear criteria?

Partly

Are recurring processes documented in a simple way?

Not yet

Do you set aside time to improve the business as well as running it?

Yes, clearly

Your answers, area by area

OPPORTUNITIES

Have you identified a recurring need you do not currently address?

Yes, clearly

Have you identified partners who could complement your business?

Not yet

Do you test ideas on a small scale before committing resources?

Partly

ACQUISITION AND SALES

Do you know which channel brings profitable customers, beyond visits?

Not yet

Do you measure which enquiries become sales and why others are lost?

Partly

Are your ideal customer and sales message backed by real examples?

Yes, clearly

PROFITABILITY

Do you know your fixed and variable costs and minimum required sales?

Not yet

Do you review recurring revenue and dependence on a few customers?

Partly

Does your price cover the complete work and necessary costs?

Not yet

Your answers stay in this browser. They are shared only if you choose to send them.