



*What have you
done in the last 6
months to improve
your business?*

BIG QUESTIONS/SUGGESTIONS

Your Business

Suggestions

Go on, make a long list of all the things you've done – and review whether they've worked or not.

Are there any things you've wanted to do but not got round to it?



How do you
make sure there
is real quality in
your business?

BIG QUESTIONS/SUGGESTIONS

Your Business

Suggestions

Why not get a mystery shopper in? Ask a professional company or an honest friend. Or even a colleague or neighbour and do the same for their business. You'll be able to swap notes and good ideas.

How do you keep track of the changing needs and wants of your customers?

BIG QUESTIONS/SUGGESTIONS

Your Business

Suggestions

Look at www.scotexchange.net for research on tourism and visitors.



Is your business
flexible enough
to meet requests
from visitors?

BIG QUESTIONS/SUGGESTIONS

Your Business

Suggestions

What requests do you get?

How have you dealt with them?

How could you become more
flexible?

How have you
changed what
you do from
your customers'
feedback?

Suggestions

Review the feedback you've received – what should you be doing in response? Go back over customer complaints and decide what changes you should make to address them. Think of the things you say 'no' to at the moment and find a way to say 'yes'.