



# Success Guide :: GoVenture Small Business

Refer to these suggestions to improve your GoVenture business success.

## Losing Customers or Customer Satisfaction Low

- Prices may be too high for one or more products.
- Inventory items may be out of stock.
- Service may be too slow – too few employees working, particularly during peak traffic times.
- Site may exceed capacity.
- Equipment may exceed capacity.
- See chart in GoVenture: *Customers > Customers Arrived*

## Profit Low

- Product prices may be too low.
- Operations and other costs may be too high.
- May not have enough customers.

## Number of Customers Low

- Hours of operation may not be long enough or do not align to primary traffic times of your location.
- Competitors may offer better price and quality combination.
- Competitors may be conducting more and/or better sales and marketing.

## Market Share Low

- See *Number of Customers Low*

## Employees Morale Low

- Employee salaries and benefits may be too low.
- Employee scheduling may not align to employee expectations (e.g., full time versus part time, overworked or underworked).
- Employee(s) may require training.
- Review HR Reports to see which employees may have low morale.

## Employees Quit

- Employee Morale may be too low for too long.

## Stress High

- Working too many hours – not enough personal time allocated.
- Note that it can take many days to lower stress.

## Clock Too Fast

- Clock speed can be changed by clicking the TIME button.