

GROWING THE BUSINESS - STRATEGIC EVALUATION
Vitalia, Inc - Fine Window Treatments & Interiors
2018

FINANCIAL

PROS		CONS	
point/thought	weight	point/thought	weight
higher revenue and income levels	10	mistakes can be very costly	7
		top 3-5 designers/clients represent 50% of biz	7

PROFESSIONAL

PROS		CONS	
point/thought	weight	point/thought	weight
bigger presence in the industry	1	responsibility for another person and their livelihood	10
satisfies my personal drive & personality	7	prospect of going through their learning curve feels daunting	8
better service to the customers	5		
more opportunities to do marketing (which I love)	6		
opportunity to be a leader	3	responsibility of being a leader	8
will force me to sep up great processes	3	clients retiring is a real threat to the business	2
will feel proud of myself for having achieved a new level	5		

PERSONAL

PROS		CONS	
point/thought	weight	point/thought	weight
won't feel so overwhelmed	7	less time with kids & family	10
will get back the joy for this business	7	more overall stress that ultimately affects personal time	10
make decisions from the place of where I want to be, not where I am	5	feel very conflicted about the place where I want to be	5

TOTALS	59	67
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Additional thoughts:

IF business continues at the same levels of previous few years, I have to get an assistant, even if I don't grow.
 To continue being at \$500K without admin help is not sustainable, for me.
 I am unclear about how much additional business is worth it to me, in order to cover additional salary AND additional 'cons'.
 I keep coming back to this thought: "If it's not "a hell yes", then it's a "hell no"