



## Self Review Internal Evaluation

	Rate your season (1-5)	Outline your challenges	Notes for the future
<b>SALES &amp; MARKETING</b> ☞ Print ads, rack cards, other  ☞ Proactive involvement CVB, Chamber, etc. Networking & maintaining corporate relationships.  ☞ Grass Roots Marketing (brochure /coupon distribution, cross promotions)  ☞ Assessing and tracking advertising  ☞ Participation in Groupon/Annual Pass programs.			
<b>OPERATIONS</b> ☞ Recruiting, hiring, training. Supervising and managing staff  ☞ Scheduling staff  ☞ Upholding the stores appearance as well as our "on stage" spirit  ☞ Coordinating maintenance and securing a mechanic. Maintaining, appearance, refurbishing the fleet.  ☞ Ensuring safety and rider instructions  ☞ Visiting and supervising your locations  ☞ Controls - cash over/short, theft (money/product)  ☞ Training DVD, WFR Uniform			
<b>FINANCIAL</b> ☞ Review daily, weekly, rental activity and other point of sale data – audits  ☞ Labor vs revenue report  ☞ Creating P&L and other financial reviews			
<b>TERRITORY DEVELOPMENT</b> ☞ New Location Development  ☞ Future site inspections  ☞ Researching the market and the territory  ☞ Bicycle Tour, Pumpkin Patch			
Were you able to manage/reduce unscheduled issues ("firefighting")?  What were the primary time wasters?  Other?			

- What was the most successful thing you did this year and why?
- Which was your most successful location and why?