



WARNING SIGNS

YOUR BUSINESS MIGHT BE IN TROUBLE

AND HOW TO GET BACK ON TRACK

Running a business is challenging. More than 70% of business owners say financial distress affects their personal lives. This guide helps you spot early signs of trouble, so you can protect and strengthen your business before issues escalate.



BUSINESS HEALTH CHECKLIST

Tick any issues you're experiencing in your business right now, or those you suspect might be a concern:

Poor cash flow

- Cash flow statements and forecasts show persistent cash deficits.
- Customers are regularly paying you late.
- You're not aware of your cash position.
- You keep struggling to pay your debts on time.
- You make irregular payments to creditors or partially pay them to buy you extra time.

Weakening financial position

- Profit is falling.
- Sales are declining.
- You're struggling to access new finance from your lenders.
- You have reached your limit on your credit facility, or have gone over that limit.
- The costs of running your business are rising but you're not seeing a equivalent increase in revenue.

Changes in customer behaviour

- Demand for your products or services is falling.
- You have lost a key customer/s.
- Customer complaints are increasing.
- More customers are asking for refunds because of poor work.

Not keeping up with compliance obligations

- You're not keeping up to date with your compliance obligations e.g. BAS lodgments.
- Your accounting and record keeping is poor or non-existent.

Other indicators

- You're holding too much stock.
- You have lost focus on your business
- You're not seeking professional advice, or avoiding your accountant.
- You're experiencing high staff turnover and/or low employee morale.
- You're not taking a salary from your business.
- You have recently experienced an uninsured disaster.

The total number of checkboxes you have marked:

SELF-ASSESSMENT SCORECARD

After ticking the warning signs that apply to your business, total your score and see where you stand:

Score Range	Interpretation	What this means
0–4	You're in a good place — keep it that way.	Your business appears stable with no immediate red flags. Keep monitoring your performance regularly and continue making informed decisions. Staying proactive now will help you avoid surprises later.
5–9	Some warning signs are starting to show	You're seeing the early signs of potential issues. It's a good time to step back and review your business strategy, cash flow, and operations. A few small tweaks now can prevent bigger problems down the track.
10–14	Stress is building — don't ignore it.	There are clear signs of financial or operational strain. Now's the time to seek professional guidance and dig deeper into what's driving the pressure. With the right support, you can still turn things around.
15+	Urgent action is critical — but you're not alone.	Your business is showing signs of serious distress. The most important step now is to act quickly. Reach out to an experienced advisor who can guide you through your options and help protect what matters most.

Note: This is a guide, not a diagnosis. Early recognition means more options.



WHAT'S NEXT?

Acknowledging challenges is the first step toward solutions.

Taking thoughtful action early reduces stress and opens pathways.

AS Advisory supports you with financial, operational, and strategic expertise to help your business thrive.



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