



Operational Due Diligence Template

Kailani Logging Corp / 10 Aug 2023 / Kailani Jafet
Wibawa

Complete

Score	7 / 17 (41.18%)	Flagged items	0	Actions	3
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Business/Company Name

Kailani Logging Corp

Conducted on

10.08.2023 12:49 PST

Prepared by

Kailani Jafet Wibawa

Location

3189 Hilliard Rome Rd, Hilliard,
Ohio

Actions

3 actions

Due Diligence / Identify customer patterns

Determine peak purchasing times.

In Progress

To do | Priority Low | Due 25.08.2023 12:52 PST | Created by SafetyCulture Staff

Follow up report for Pricepoint changes during Q2 2021

Due Diligence / Research industry trends

Find out if the business's industry is growing or slowing.

In Progress

To do | Priority Low | Due 25.08.2023 12:54 PST | Created by SafetyCulture Staff

Industry Research - Follow up reports

Due Diligence / Research industry trends

Research profit margins for the industry.

In Progress

To do | Priority Low | Due 25.08.2023 12:54 PST | Created by SafetyCulture Staff

Complete Industry Research

Due Diligence

3 actions, 7 / 17 (41.18%)

Identify customer patterns

1 action, 1 / 3 (33.33%)

Compare the number of first-time buyers compared to repeat customers.

Not Applicable

Not enough data for repeat customers

Determine peak purchasing times.

In Progress

To do | Priority Low | Due 25.08.2023 12:52 PST | Created by SafetyCulture Staff

Follow up report for Pricepoint changes during Q2 2021

Find out what the popular items or services are.

Done

Learn what the popular price points are.

In Progress

[Kailani Logging Corp - Pricepoint History.pdf](#)

Study the business's marketing

3 / 4 (75%)

Look at past and current marketing tactics.

Done

Review the business's previous sales and discounts, along with how well the promotions did.

Done

Go over how much the business spends on marketing and calculate the ROI.

Done

Learn the results of past marketing efforts.

In Progress

There is no official marketing team, so we're cooperating with the CEO and just waiting for the collaterals

Conduct a market analysis

0 / 3 (0%)

Research the demographics of the surrounding area and the business's target customers.

In Progress

Study the geographic economic outlook.

In Progress

Find out who are the business's competitors.

In Progress

[Ohio Logging Company Directory.pdf](#)

Find out how people perceive the business

0 / 1 (0%)

Learn what customers and potential customers, suppliers, and

In Progress

lenders think about the business.

Research industry trends

2 actions, 0 / 2 (0%)

Find out if the business's industry is growing or slowing.

In Progress

To do | Priority Low | Due 25.08.2023 12:54 PST | Created by SafetyCulture Staff

Industry Research - Follow up reports

Research profit margins for the industry.

In Progress

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Complete Industry Research

Learn more about the business's competitors

3 / 4 (75%)

Look at each competitor's strengths and weaknesses.

Done

Compare the competitor's products, costs, and earnings to those of the business you want to acquire.

Done

Determine any threats competitors pose to the business.

Done

Find out how much market share each competitor holds.

In Progress

Completion

General Comments

We still need to clean up the market research to we can summarize feasibility of the business. We are actively working with their business heads to provide us necessary reports. Check the "In-Progress" actions to see our list of priority

Conducted by: (Name and Signature)

Kailani J

Kailani Jafet Wibawa
18.08.2023 12:55 PST

Media summary

[Kailani Logging Corp - Pricepoint History.pdf](#)

[Ohio Logging Company Directory.pdf](#)