

Business Engine *Checklist*

Mark where customers come from, how interest becomes revenue, how you fulfil the sale, and why they return. Name the leak before you scale spend.

For retail stores, ecommerce, and service businesses.

One worksheet. Four stages. Bring it to your audit.

01

SOURCE

Where do your customers come from?

02

CONVERT

How do you turn interest into revenue?

03

DELIVER

How do you fulfil what you sell?

04

RETAIN

How do you get customers to come back?

How to use this checklist

A business grows when four stages work as one engine: where customers come from, how interest becomes revenue, how you fulfil the sale, and why they come back. The UAE Growth Audit uses this engine to find the leak before you scale spend.

- 1 Mark every option that is true for the business today.
- 2 Write one primary answer for each stage. Primary means the path that produces most of the paying customers, not the path that feels busiest.
- 3 Run the leak check. The first answer you cannot prove is where the audit starts.

01 SOURCE

Where do your customers come from?

Demand has an origin: search, an ad, a walk-in, a referral, a marketplace listing, or a salesperson. If you cannot name that origin, budget spreads across channels that do not pay.

Google / SEO | Google Ads | Social Media | Referrals | Physical Footfall | Marketplace | Outbound / Sales Team | Other

02 CONVERT

How do you turn interest into revenue?

A click, a visit, or a message is not revenue. Conversion is the path that turns interest into a paid order or a confirmed booking. If that path changes by person or by day, more traffic leaks.

Website / Landing Page | WhatsApp | Sales Team | Telecaller | Booking / Appointment | Demo | Checkout / Online Purchase | Other

03 DELIVER

How do you fulfil what you sell?

The sale is a promise. Delivery is whether stock, people, orders, and appointments can keep it. If delivery cannot keep the promise, buying more demand only funds complaints.

Product Delivery | Service Delivery | POS | Inventory | Ecommerce | Order Management | Fulfilment | Staff / Operations | Other

04 RETAIN

How do you get customers to come back?

The first sale pays for acquisition. The next sale is where margin usually appears. Retention is a mechanism: a customer record, a follow-up, a reward, or a reason to return.

CRM | WhatsApp Follow-up | Email | Loyalty | Reviews | Repeat Purchase | Reactivation | Other

Mark what is true

Tick every option you use. Write one primary answer. Leave a line blank only if the business truly does not have it.

01 SOURCE

Where do your customers come from?

- ☐ Google / SEO
- ☐ Google Ads
- ☐ Social Media
- ☐ Referrals

- ☐ Physical Footfall
- ☐ Marketplace
- ☐ Outbound / Sales Team
- ☐ Other _____

Primary source _____

02 CONVERT

How do you turn interest into revenue?

- ☐ Website / Landing Page
- ☐ WhatsApp
- ☐ Sales Team
- ☐ Telecaller

- ☐ Booking / Appointment
- ☐ Demo
- ☐ Checkout / Online Purchase
- ☐ Other _____

Primary conversion method _____

03 DELIVER

How do you fulfil what you sell?

- ☐ Product Delivery
- ☐ Service Delivery
- ☐ POS
- ☐ Inventory
- ☐ Ecommerce

- ☐ Order Management
- ☐ Fulfilment
- ☐ Staff / Operations
- ☐ Other _____

Primary delivery system _____

04 RETAIN

How do you get customers to come back?

- ☐ CRM
- ☐ WhatsApp Follow-up
- ☐ Email
- ☐ Loyalty

- ☐ Reviews
- ☐ Repeat Purchase
- ☐ Reactivation
- ☐ Other _____

Primary retention mechanism _____

Measurement

A stage you cannot measure is a stage you are guessing. Answer these six across Source, Convert, Deliver, and Retain. A no is a leak.

- ☐ Do we know where customers actually come from?
- ☐ Can we measure conversion?
- ☐ Do we know our customer acquisition cost?
- ☐ Can we accurately attribute revenue?
- ☐ Do we know our margins?
- ☐ Do we know our repeat-purchase / retention rate?

The leak check

Growth usually fails in the handoff, not inside a single tool. These four questions test whether the engine is connected.

- ☐ **SOURCE → CONVERT**
Is there a clear and consistent path from acquisition to conversion?
- ☐ **CONVERT → DELIVER**
Can the business fulfil what it promises after the customer buys?
- ☐ **DELIVER → RETAIN**
Does the delivery experience create a reason for the customer to return?
- ☐ **MEASURE → ALL**
Can the business prove which parts of the system are actually working?

Name the leak before you spend

The stage I cannot name

The handoff that breaks

The number I cannot prove

What I will fix first

Three ways the engine shows up

The four questions stay the same. The typical answers change with how you sell. Marketplace sellers sit with ecommerce: the path is listing or site, checkout, fulfilment, and repeat purchase. The audit application still routes marketplace, retail, and service businesses separately.

Stage	Retail store	Ecommerce	Service business
Source	Footfall, Google, social, referrals	SEO, Google Ads, Meta, marketplace, social	Google, referrals, social, outbound
Convert	In-store purchase, WhatsApp	Website checkout, WhatsApp	Call, WhatsApp, booking, consultation
Deliver	Store, POS, inventory, staff	Ecommerce, order fulfilment, inventory	People, process, CRM, service delivery
Retain	Loyalty, WhatsApp, repeat visits	CRM, email, WhatsApp, repeat purchase	CRM, follow-up, renewals, referrals

Use the column that matches how you sell today. If you sell in more than one way, complete the column that produces most of the revenue first.

Swasthe audit framework

Once the leak is named, Swasthe works in a fixed order. Do not scale a stage you have not fixed.

01 AUDIT <i>Identify the leak</i> Name the broken stage or handoff before you spend.	02 BUILD <i>Fix the leak</i> Repair the path, page, follow-up, or operation that is dropping the sale.	03 CONNECT <i>Connect the systems</i> Make ads, WhatsApp, CRM, POS, and stock describe the same customer.	04 GROW <i>Scale what works</i> Increase demand only after the path can convert and the numbers can prove it.
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Bring this to your UAE Growth Audit

swasthe.ae/uae-growth-audit

One application. One diagnostic. Tailored to how you sell.