

# Growth Is Not Automatically Health: Why More Traffic Can Hide a Weaker Business: 25 Point Self-Audit

25 point operator self-audit • [modonix.com](https://modonix.com)

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How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

## Fulfillment Capacity

- 1 ☐ Can current staff clear today's order volume without backlog by week's end?
- 2 ☐ Has average ship time grown over the last two sales cycles?
- 3 ☐ Do you track open order backlog in units, updated daily?
- 4 ☐ Did any customer complaints go unanswered during last peak week?
- 5 ☐ Is anyone reviewing support tickets during traffic spikes, not just after?

## Cash Flow Reality

- 6 ☐ Could you make payroll today without touching a credit line?
- 7 ☐ Do you know your cash conversion cycle in days, not just estimate it?
- 8 ☐ Has revenue risen while cash on hand fell in the last quarter?
- 9 ☐ Do you forecast cash position weekly, separate from the P&L?
- 10 ☐ Would a short sales dip force you to delay a vendor payment?

## Margin Mechanics

- 11 ☐ Do you know your fully loaded cost per unit, including returns?
- 12 ☐ Has customer acquisition cost risen for several consecutive months?
- 13 ☐ Did last quarter's discount push lower total profit despite higher revenue?
- 14 ☐ Can you name your margin percentage without checking software?
- 15 ☐ Are you pricing against competitors without confirming their cost basis?

## Returns And Claims

- 16 ☐ Do you track rejected damage claims as a dollar loss monthly?
- 17 ☐ Has your return rate risen without a matching drop in profit review?
- 18 ☐ Do you know the total cost of cancelled-and-unreturned shipments this quarter?
- 19 ☐ Is someone auditing carrier and claim denials line by line?
- 20 ☐ Would a sudden return spike erase this month's net profit?

## Demand Qualification

- 21 ☐ Have you named a customer segment you should stop serving?
- 22 ☐ Do you still chase traffic sources that convert below cost to serve?
- 23 ☐ Have you turned away an order type to protect fulfillment capacity?
- 24 ☐ Does your team have authority to decline low-margin rush orders?
- 25 ☐ Would saying no to your lowest-margin channel raise average profit per order?

## SCORING GUIDE

| Score    | Level           | What it means                                            |
|----------|-----------------|----------------------------------------------------------|
| 0 to 11  | <b>CRITICAL</b> | Structural failures are actively destroying margin       |
| 12 to 19 | <b>MODERATE</b> | Gaps in two or three areas that need immediate attention |
| 20 to 25 | <b>STRONG</b>   | Systems are solid, focus on optimization                 |

Book a free data audit at [modonix.com/service](https://modonix.com/service). We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com