

Working to Structure the Success of Your Business!

Business Survey and Analysis

An in-depth and confidential look at your business.

Do you know every place you should be looking to improve your Company?



Ask Yourself These Questions



- Are my employees as productive as they could be?
- Am I in complete control of the company?
- Is my cash flow what it ought to be?
- Do I have a formal succession plan?
- Do I have the right staff doing the right job?
- Can I obtain additional funding when needed?
- Is my business what I dreamed it would be?
- Am I the lowest cost producer?
- Do I control my market pricing?
- Do I work more than I want?







- The BSA is a complete, objective review of your company's real performance and opportunities.
- Discover how you are really doing and how to capitalize on new opportunities to improve sales, profits, organizational efficiency and quality of life.



Turn Your Efforts into Bottom line Results!

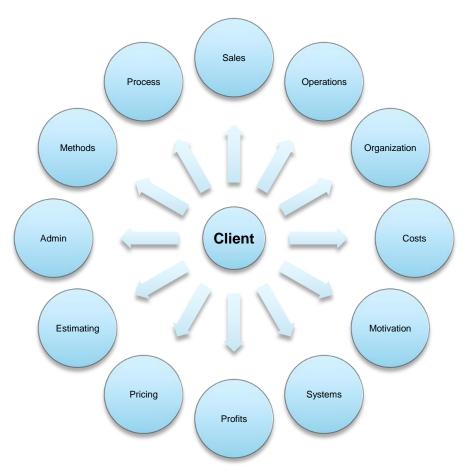


- A Business Doctor professional consultant analyzes and scrutinizes every aspect of your business firsthand.
- Your Analyst interviews, observes and measures processes, and performs an extensive operational analysis of the financial operating reports and the balance sheet.
- The results of this analysis are shared and explained to you so that you can focus on opportunities for greater sales and profits.
- The BSA takes 50 to 60 man hours over a two week time frame to complete.

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Areas that We Analyze



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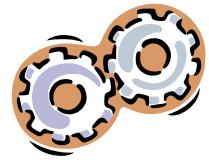
Survey Process Evaluation Categories

| SALES AND MAR | KETING | ORGANIZATION | |
|------------------------------|-------------------------|-----------------------------------|-------------------------|
| Product Depth | Sales Orgaization | Ownership Goals | Morale and Motivation |
| Product Breadth | Sales Training | Long Range Plan | Management Training |
| Product Profitability | Sales Force Controls | Clear Organization Structure | Management Incentives |
| Product Positioning | Sales Incentive Plan | Clear Mgmt. Responsibilities | Performance Evaluations |
| Competitive Anaiysis | New Products | Budgetary Targets | Executive Compensation |
| Customer Analysis | New Business Generation | Management Meetings | Performance Objectives |
| Sales Analysis | Current Market Share | Management Reporting | Strategic Needs |
| Pricing | Product Life Cycles | Authority Delegation | Succession Plan |
| Advertising/Promotion | Marketing Plan | | |
| Distribution Methods | Market Development | | |
| New Business Development | | | |
| | | | |
| COMPUTERIZATION | | PERSONNEL | |
| Cost/Benefit Analysis | Financial Reporting | Recruiting Policies | Wage/Salary Levels |
| Management Requirements | Report Generation | Training Programs | Exit Procedures |
| Accounting Requirements | Equipment Analysis | Employee Policies | Benefit Package |
| Clerical Requirements | Software Analysis | Clear Job Duties | Insurance Coverage |
| Data Handling Requirements | Obsolescence | Evaluation & Review System | Morale |
| | Employee Knowledge | Incentive System | |
| | | | |
| FINANCE | | ADMINISTRATION | |
| Monthly P&L's | Formal Credit Policy | Office Efficiency | Paperwork Flow |
| Monthly Budgets | A/P Aging | Clerical Efficiency | Training |
| Variance Reporting | Cash Flow Planning | Performance Level | Procedures |
| Departmental P & L's | Operating Reports | | |
| Estimating/Pricing | Ratio Analysis | <u>OPERATIONS</u> | |
| Job Costing | Breakeven Analysis | Order Anticipation | Inventory Controls |
| Closed Loop Controls | ROI Analysis | Materials Planning | Shipping Procedures |
| Management Flash Reports | Credit Line | Purchasing | Standard Costs |
| Basic Accounting System | Tax Planning | Receiving | Actual Costs |
| Cash Controls | Return on Sales | Capacity Utilization | Variance Analysis |
| Purchasing Controls | Return on Equity | Production Scheduling | Pay for Performance |
| Receiving Controls | Return on Assets | Labor Efficiency | Quality Controls |
| Inventory Management | Profit Level | Machine Efficiency | Scrap |
| A/R Aging | Collection Procedures | Scheduled Maintenance | Rework |
| S = STRENGTH C = CONCERNS | | PRIORITIZE ON A SCALE OF 1 TO 100 | |

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An Overview



- Analyzes hundreds of functions and rates your firm in each.
- Identifies specific areas where improvements will strengthen performance.
- Evaluates your company not only against both industry specific and general business benchmarks, but also your Best Demonstrated Performance.

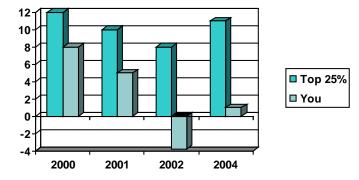






Profit efficiency assessed using two metrics:

- Your best demonstrated performance.
- Comparison with your size and industry standards.



Result is that you see where you really are and the management direction you should take to ensure future profit growth.





Employee Assessment

- Included in the BSA is confidential input from all of your employees.
 - Their viewpoints of the business.
 - Their recommendations.
 - Their feelings about organizational effectiveness.
- We also conduct selected interviews with key employees to seek their input as a source for improvements.
- We summarize the results of these confidential inquires and provide you with extremely useful feedback.



Recommendations



- Together we will collectively evaluate the validity of our findings and prioritize the opportunities.
- We will develop recommendations for solutions to problems and will present them in a "project" format with specific actions to be taken.
- We will determine the profits to expect as a result of implementation.





Results Presentation

- Results are presented to management during a formal presentation.
- Emphasis is on specific programs that will have an immediate impact on your bottom line.



Why Have the Business Doctor Conduct a BSA?

- As an unbiased outsider, we will challenge management thinking in innovative ways unlike employees, business advisors or family. We are not afraid of you!
- We will help you as a client to view your business more objectively.
- We will provide you comparisons of your business to other like businesses.
- We will share our candid thoughts on your business providing you with good ideas, solutions and/or directions.
- We will provide you with insight on the negative factors impacting your operations and recommended solutions.
- Generally we will make recommendations, that if implemented, will result in three to four percentage points in additional profits.



The Biggest Benefit of All

We will challenge you intellectually to do what is best for your business!

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