



*Working to Structure the  
Success of Your Business!*

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# 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 profits really what I want?**
- ▶ **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?**



# What is the BSA?



- ▶ **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.**

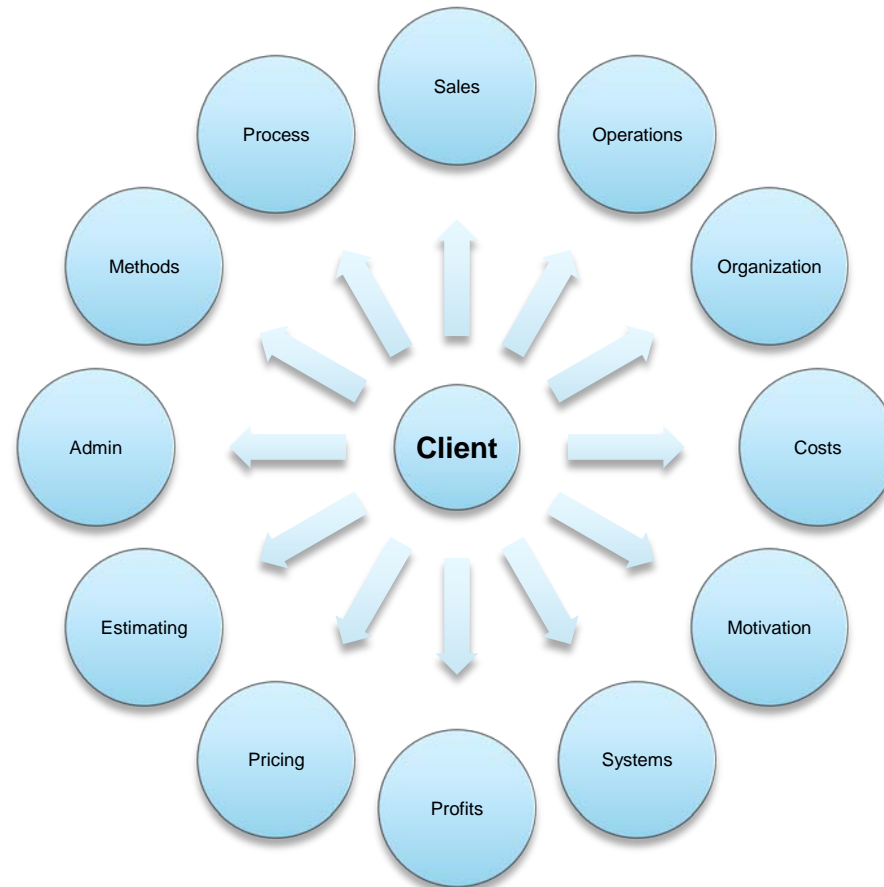


# Turn Your Efforts into Bottom line Results!



- ▶ **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.**

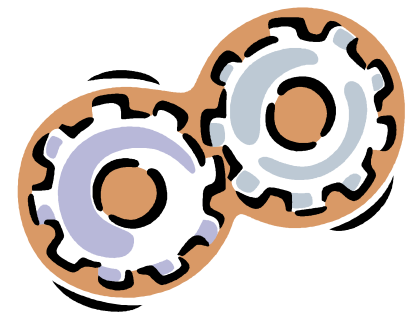
# Areas that We Analyze







# An Overview



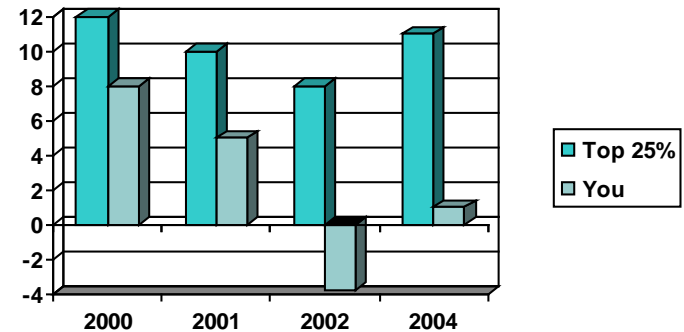
- ▶ **Analyzes hundreds of functions and rates your firm in each.**
- ▶ **Identifies specific areas where improvements will strengthen performance.**
- ▶ **Evaluates your company not only against both industry specific and general business benchmarks, but also your Best Demonstrated Performance.**

# Profit Trends



## 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 inquiries 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!**