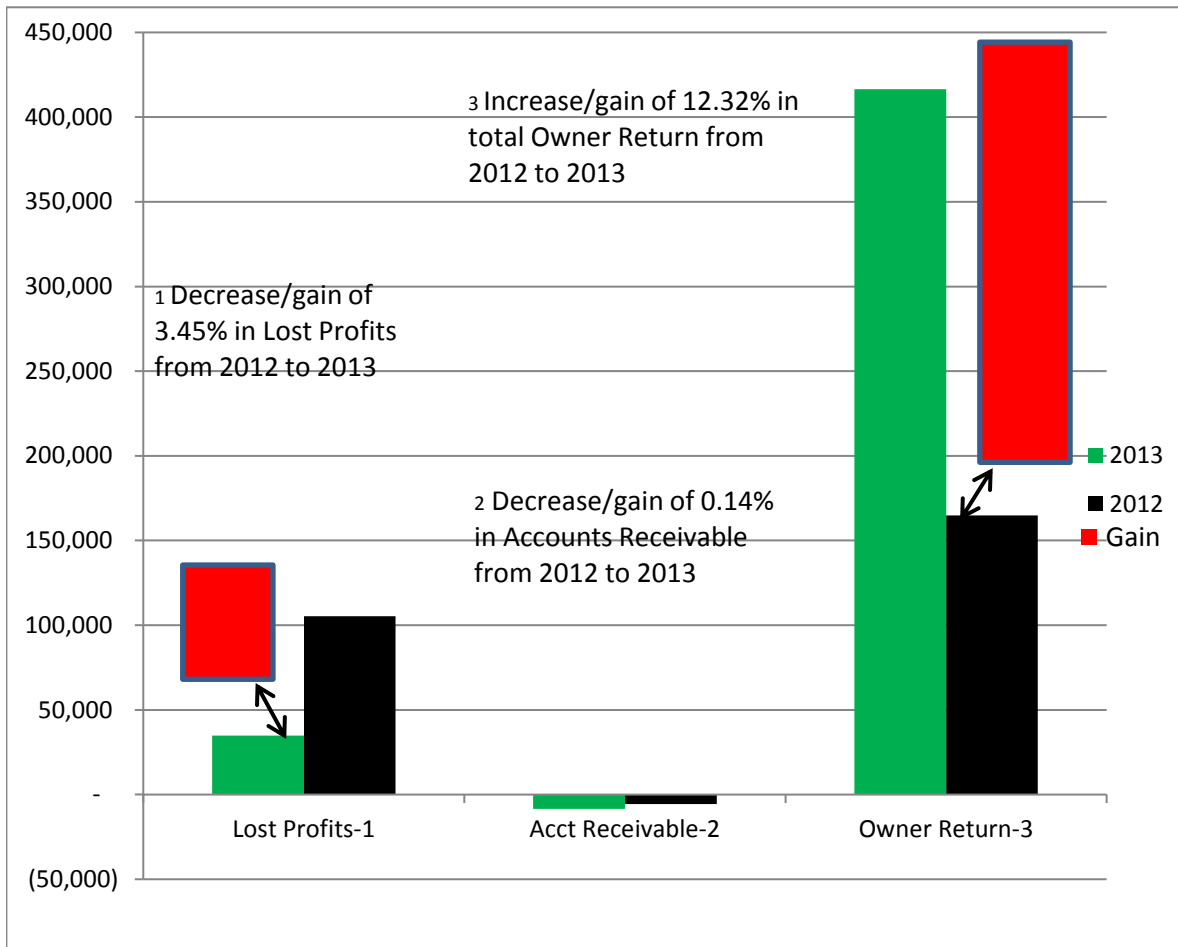


The graph below represents the change in this company's financial gains from 2012 to 2013 in 3 important categories Lost Profits, Accounts Receivables, and Total Owners Return.



This business had a net profit margin of 9.44% in 2012. By identifying 2 issues within the company "Aging Accounts Receivables" (AR) and "Lost Profits" (LP), and effectively decreasing the (LP) balances helped increase the profit margin to 20.38% and ultimately the "Total Owners Return" (OR) for 2013.

- 1 - "LP" decreased by 3.45% or \$70,449 in 2013.
- 2 - "AR" decreased by 0.14% or \$2,918 in 2013.
- 3 - "OR" increased by 12.32% or \$251,726 in 2013.

This is a total increase of \$325,093 or a total gain of 15.91% in 2013. The 2014 goal is to maintain the "AR" and continue to decrease the "LP" by another 1%, that will in turn increase the "OR" by 1% or an additional \$20,437. If the company continues at the same growth rate of 20.38% then the Total Owner Return would increase from the current \$416,568 to potentially about \$521,901 in 2014.