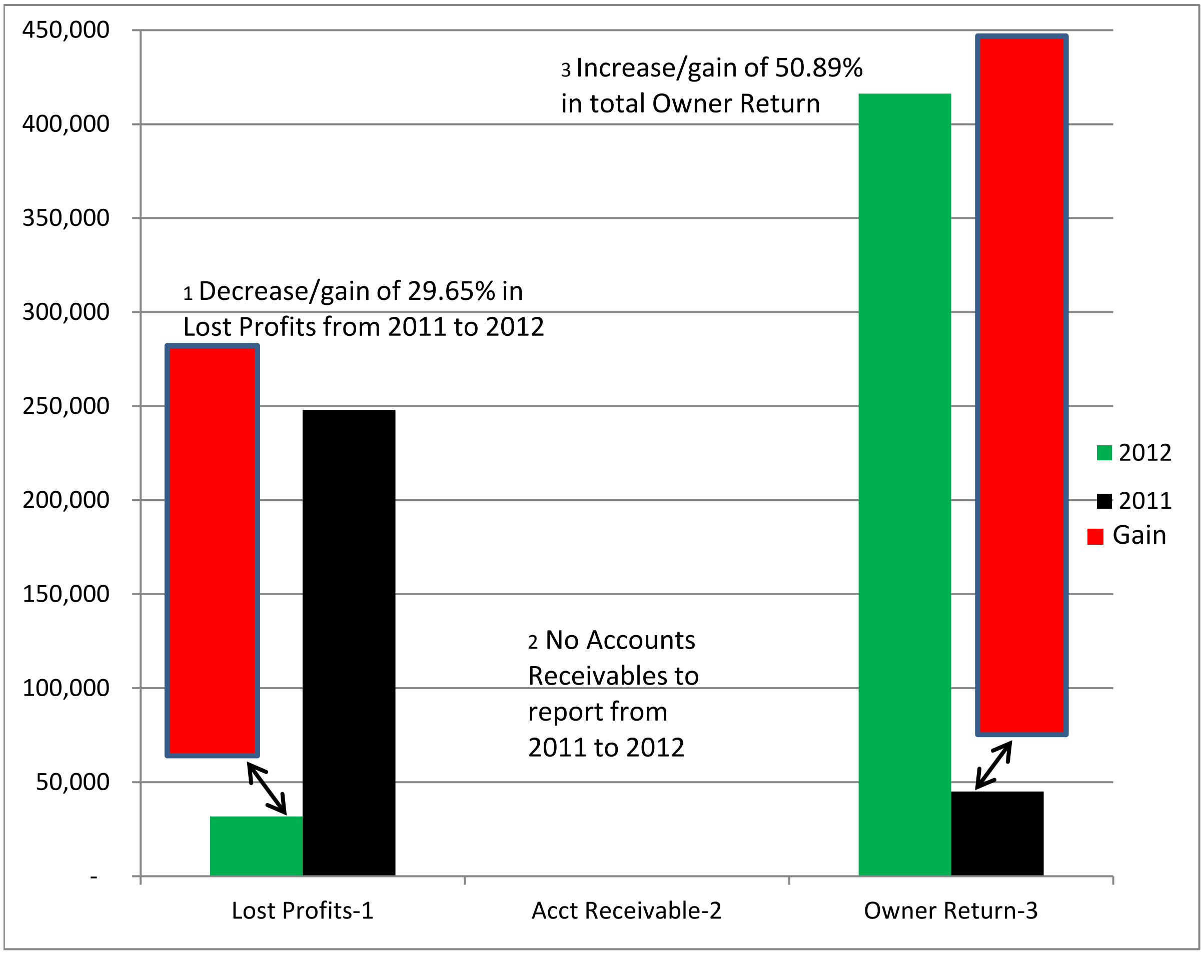
6/20/2013

1 Year Case Study - Chiropractor

The graph below represents the change in this company's financial gains from 2011 to 2012 in 3 important categories Lost Profits, Accounts Receivables, and Total Owners Return.



This business had a net profit margin of -3.20% in 2011. 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 43.40% and ultimately the "Total Owners Return" (OR) for 2012.

1 - "LP" decreased by 29.65% or $216,238 in 2012.
2 - "AR" no Ar to report for 2012
3 - "OR" increased by 50.89% or $371,150 in 2012.

This is a total increase of $587,388 or a total gain of 80.54% in 2012. The 2013 goal is to maintain the "AR" as is and continue to decrease the "LP" by another2%, that will in turn increase the "OR" by 2% or an additional $15,000. If the company continues at the same growth rate of 24.5% then the Total Owner Return would increase from the current $416,202 to potentially about $533,171 in 2013.