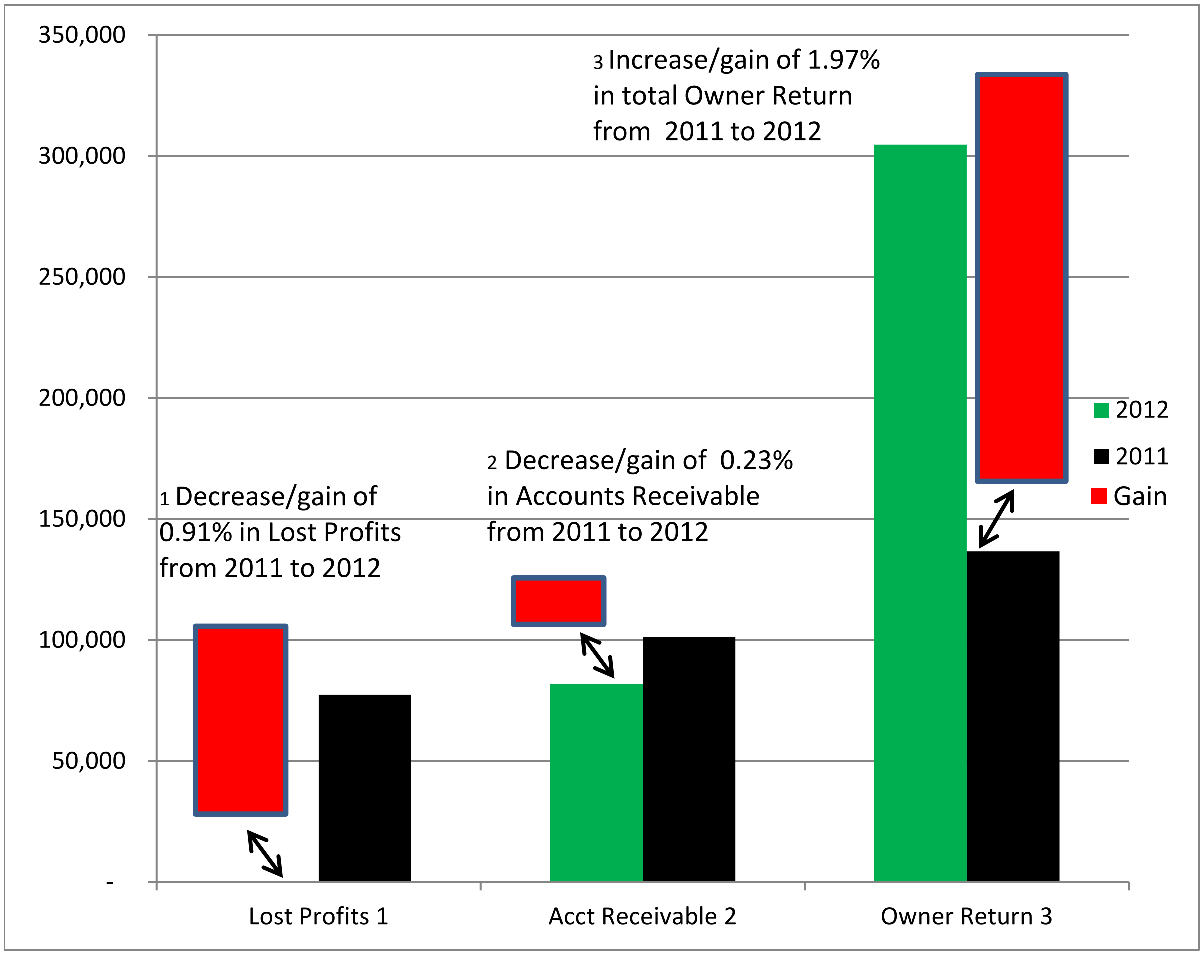
6/20/2013

# 1 Year Case Study - HR Company

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 0.33% 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 1.82% and ultimately the "Total Owners Return" (OR) for 2012.

1 - "LP" decreased by 0.91% or $77,436 in 2012.

2 - "AR" decreased by 0.23% or $19,487 in 2012.

3 - "OR" increased by 1.97% or $168,073 in 2012.

This is a total increase of $264,996 or a total gain of 3.11% in 2012. The 2013 goal is to decrease the "AR" by another 1% and continue to decrease the "LP" by another .5%, that will in turn increase the "OR" by 1.5% or an additional $128,000. If the company continues at the same growth rate of 27.84% then the Total Owner Return would increase from the current $304,669 to potentially about $517,488 in 2013.