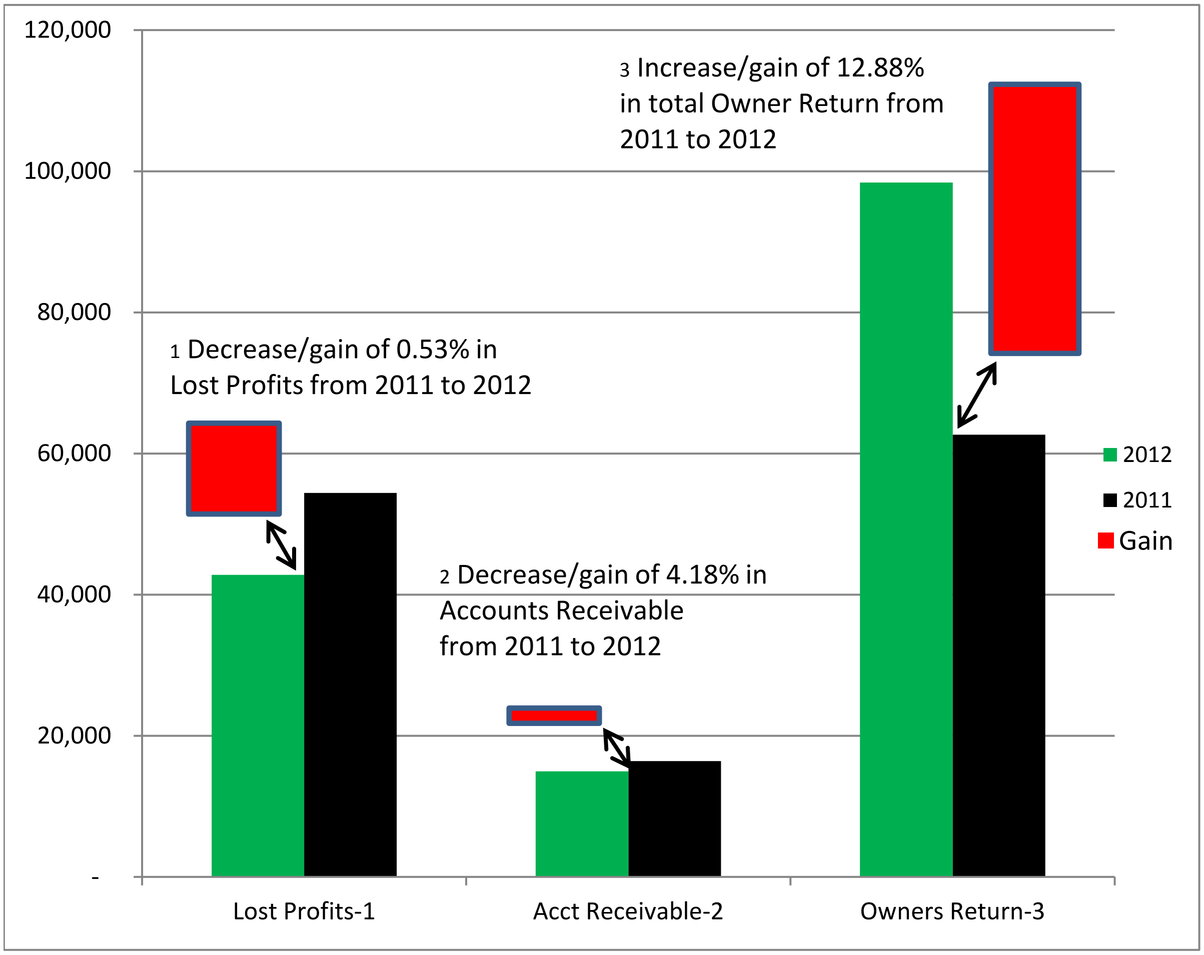
6/20/2013

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 1.14% in 2011. By identifying 2 issues within the company "Aging Accounts Receivables" (AR) and "Lost Profits" (LP), and by decreasing those balances helped increased the profit margin to 13.83% and ultimately the "Total Owners Return" (OR) for 2012.

1 - "LP" were decreased by 0.53% or $1,466 in 2012.
2 - "AR" was decreased by 4.18% or $11,590 in 2012.
3 - "OR" was increased by 12.88% or $35,729 in 2012.

This is a total increase of $48,785 or a total gain of 17.59% in 2012. The goal for 2013 is to decrease the "AR" by another 5% and continue to decrease the "LP" another 2%, that will in turn increase the "OR" by 7% or an additional $20,000. If the company continues at the same growth rate of 16% then the "Total Owner Return" would increase from the current $98,387 to potentially about $134,128 in 2013.