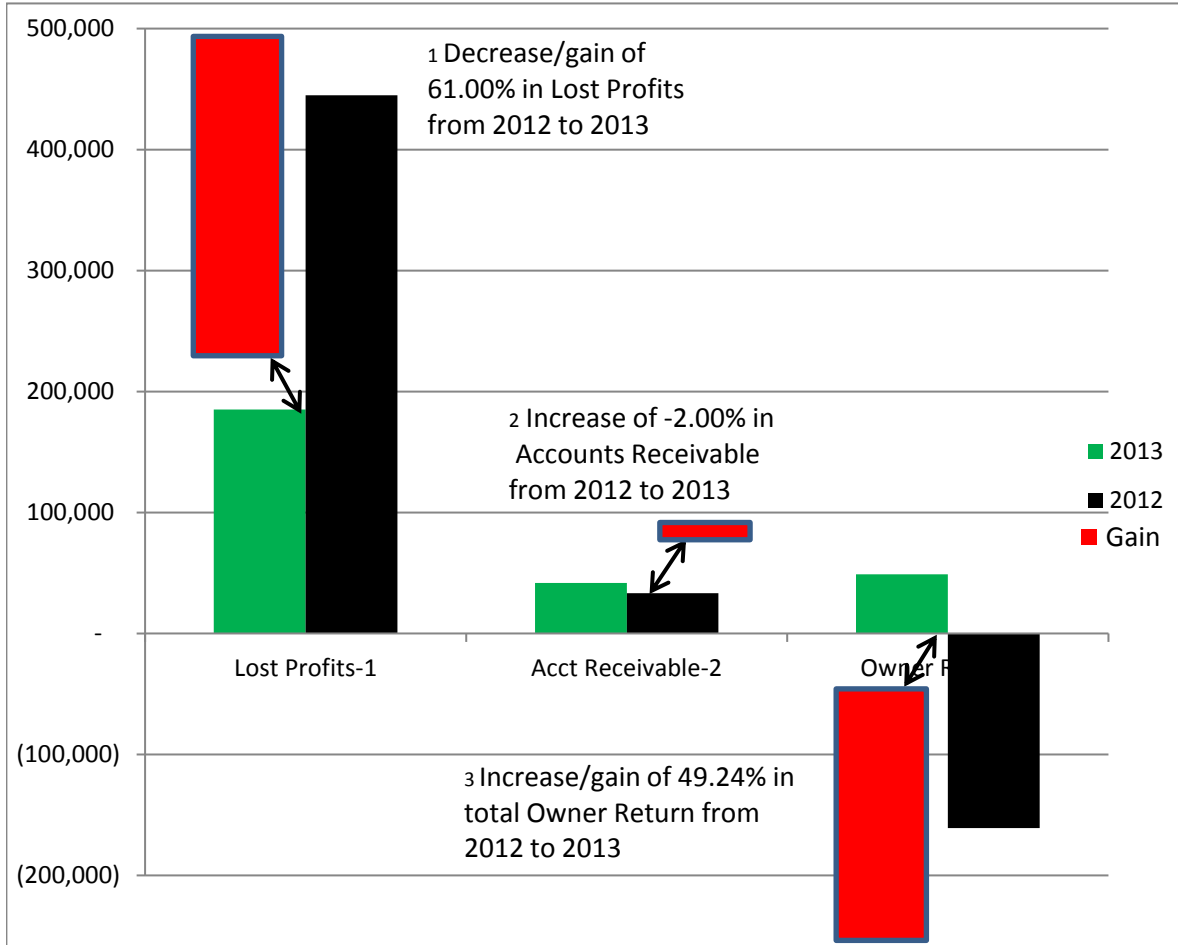


The graph below represents the change in this company's financial gains from 2012 to 2013 in 3 important categories Lost Profits, Accounts Receivables, and Total Owners Return.



This business had a profit margin of -17.73% 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 11.47% and ultimately the "Total Owners Return" (OR) for 2013.

- 1 - "LP" decreased by 61.00% or \$259,747 in 2013.
- 2 - "AR" increased by 2.00% or -\$8,534 in 2013.
- 3 - "OR" increased by 49.24% or \$209,674 in 2013.

This is a total increase of \$460,887 or a total gain of 108.23% in 2013. The 2014 goal is to get the "AR" undercontrol and decreased by 3% and continue to decrease the "LP" by another 20%, that will potentially in turn increase the "OR" by 23% or an additional \$98,000 in 2014.