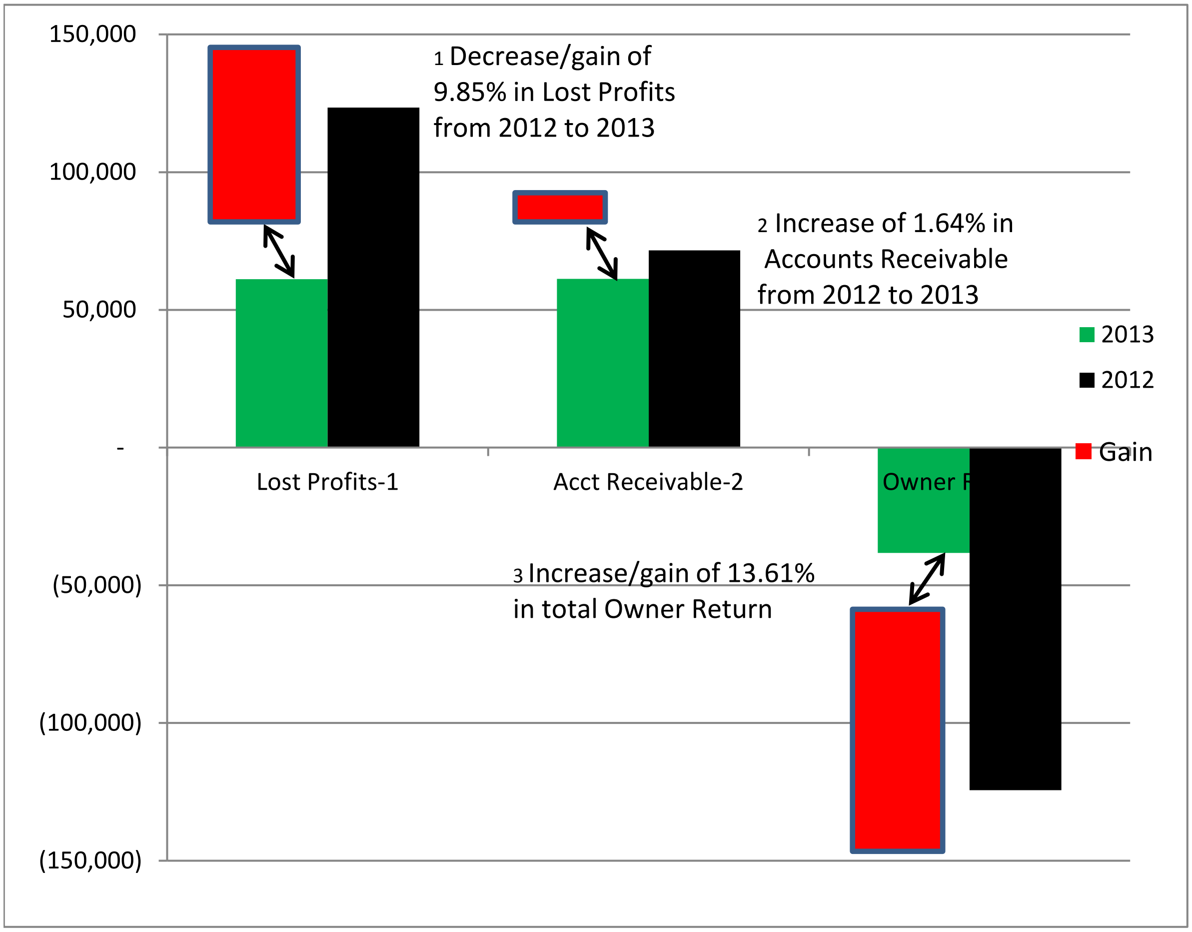
3/24/2014 1 Year Case Study Promotional Company

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 -15.46 % 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 -6.06 % and ultimately the "Total Owners Return" (OR) for 2013.

1 - "LP" decreased by 9.85% or $62,313 in 2013.
2 - "AR" increased by 1.64% or $10,342 in 2013.
3 - "OR" increased by 13.61% or $86,070 in 2013.

This is a total increase of $158,725 or a total gain of 25.10% in 2013. The 2014 goal is to get the "AR" undercontrol and decreased by 3% and continue to decrease the "LP" by another 3%, that will increase the "OR" by 6% or an additional $38,000. This change will create a break even point for the first time. If the company grow sales at 5% then the Total Owner Return would increase to potentially about $30,000 in 2014.