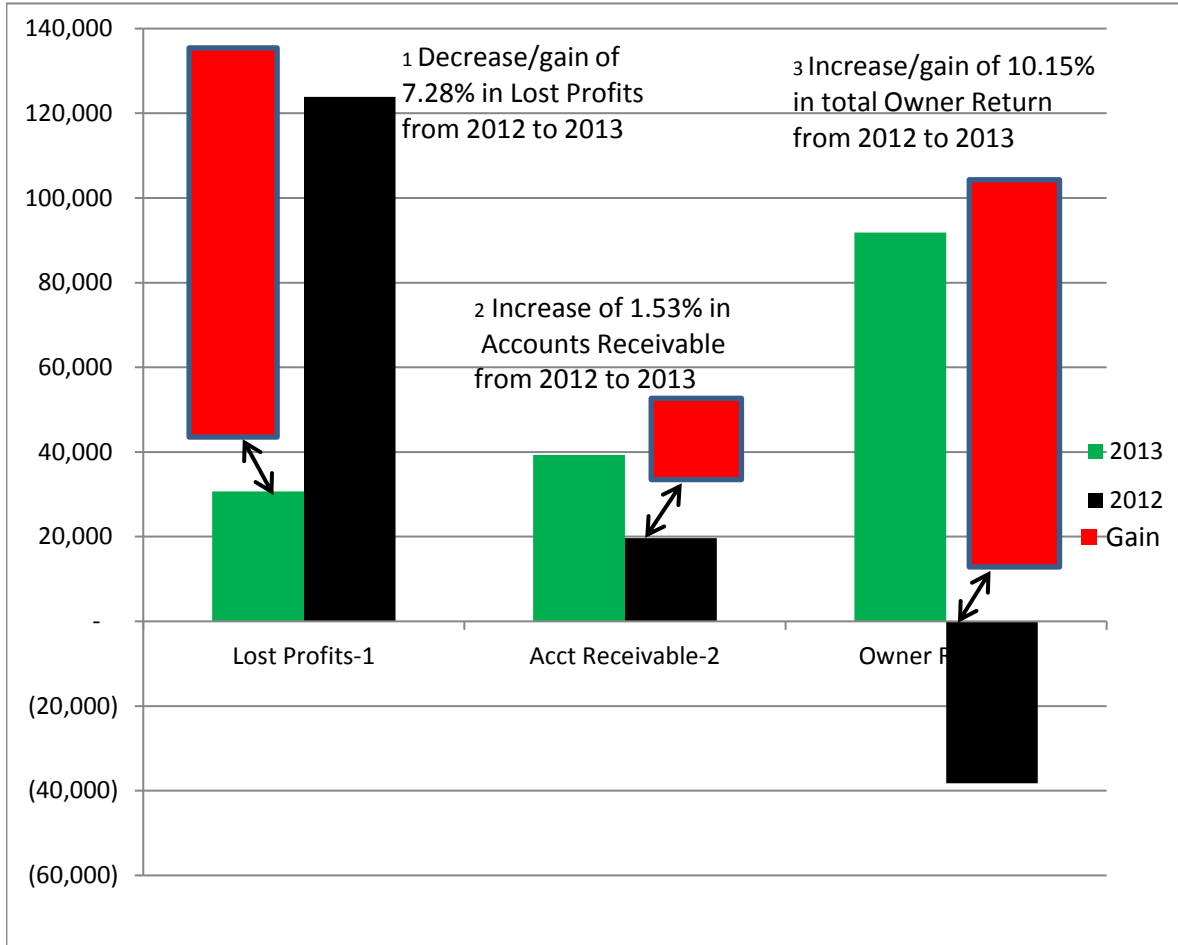


The graph below represents the change in this company's financial gains from 2012 to 2013 in 3 important categories Lost Profits, Accounts Receivables, and Total Owners Return.



This business had a net profit margin of -4.18% 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 6.99% and ultimately the "Total Owners Return" (OR) for 2013.

- 1 - "LP" decreased by 7.28% or \$93,231 in 2013.
- 2 - "AR" increased by 1.53% or \$19,632 in 2013.
- 3 - "OR" increased by 10.15% or \$130,048 in 2013.

This is a total increase of \$203,647 or a total gain of 15.90% in 2013. The 2014 goal is to get the "AR" undercontrol and decreased by 2% and continue to decrease the "LP" by another 1%, that will in turn increase the "OR" by 3% or an additional \$38,000. If the company continues at the same growth rate of 22.89% then the Total Owner Return would increase from the current \$91,819 to potentially about \$150,836 in 2014.