

Our Guarantee:

We are confident that the Profit Driver analysis and review will show you how to:

- Improve your business bottom line and/or
- Save the cost of our fee in tax and/or
- Increase your cashflow

Or there is no charge for the service

What is a Certified Management Accountant (CMA)

Today's fast paced, fiercely competitive business environment leaves little margin for error or indecision. A consulting CMA brings you a seasoned professional with years of specialized experience. A CMA is trained to provide solid strategic advice, sound business management and decisive leadership. CMAs are members of the Society of Management Accountants of Ontario. It grants exclusive rights to the CMA designation and binds all members to a strict code of professional ethics.



**How would you like to know
the financial impact of every
business decision before you
make it?**



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Strategies for Success

**with
Profit Driver®**



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Strategies for Success

When you feel physically unwell or lacking in performance, you would usually approach your local doctor for a diagnosis and possibly a remedy to your illness by way of a prescription or referral. Well in business, it is not dissimilar.

Our **Strategies for Success** service is essentially a diagnosis of your current and future financial positions. It allows us to diagnose your business and offer recommendations and solutions to potential tax problems, cash flow and profit issues, while maintaining a focus on the overall improvement in financial performance.

Profit Driver uses the same financial modeling software that major banks use when reviewing applications for business financing.

Imagine having immediate answers to questions such as:

- How does my actual performance compare with my budget?
- What is the impact if we collect our receivables 3 days sooner?
- How can I improve cash flow over the next 12 months?
- What is the financial impact on cash flow if I increase my sales volume?
- What are the best and worst-case results of launching a new product line or service this year?
- What is the overall impact of a price increase if it reduces my sales volume?

How does it benefit my business?

Successful businesses don't wait until three months after their year end to discover how well or how poorly they performed in the past.

Business owners who invest in **Strategies for Success** gain financial insight into how to:

- Decrease tax paid by implementing tax saving strategies.
- Improve cash flow and identify annual sales, trends, and anomalies.
- Increase bottom line profits by recognizing areas of overspending.
- Evaluate expansion opportunities prior to making large investments.
- Enter into finance negotiations with a clear picture of business health & profitability.
- Conduct goal setting analysis and assess potential financial and business outcomes prior to implementing action plans.
- Compare your business performance against industry standards. (Statistics Canada)
- By preparing budgets and then including actual results you can realign your budget going forward.
- It is often said that if you want to achieve your goals you must write them down. Profit Driver does this.

Knowledge is Power

CMA
MEMBER

The Process

We will take your financial statements for the most recent four years and load them into the software. When we finish analyzing business and financial information with Profit Driver we will meet with you to interpret the results.

A visual presentation is provided that blends graphics, charts and financial analysis for improved comprehension. You will learn what strategies can be implemented and what effect they will have on your bottom line and cash flow.

An easy-to-read summary report is included with the presentation. This report is a valuable business tool for monitoring performance and examining ideas for business growth.

We will then meet and begin preparing a budget for the next three years that will reflect your goals and objectives. This budget will also allow you to enter into finance negotiations with a clear picture of business health & profitability.

At the end of each fiscal quarter we will replace the budget numbers with actuals and review the results. We will meet to conduct goal setting analysis, assess potential financial and business outcomes, and assist with implementing action plans. This will enable you to rework your budget on a regular basis and remain focused on reaching your goals.