



A Division of Middle South Ventures

## *Benefits of The Diagnosis*

As business consultants, Middle South focuses on all aspects of your business - "the business of your business." A comprehensive review is conducted of both operational and financial factors for the last four years or less to identify - on an item by item basis - the specific dollar amount that specific improvements in your business are worth. The Diagnosis determines what specific areas of your business can be improved and the potential improvement in each area. Variances in key areas are examined. Virtually all operating ratios and breakeven values are calculated, including the business' cost control effectiveness, profit potential and returns on investment. The results of these analyses and other factors are processed utilizing our evaluative analytical tools and qualitative procedures to produce a comprehensive, cost-effective and thorough review of your business. In short, The Diagnosis provides:

### *Maximum Benefit • Minimum Investment*

In addition to getting a thorough financial analysis specific to your business, The Diagnosis also includes a qualitative review of a business' processes and procedures, organizational issues, employee sentiment and an evaluation of the benefits of implementing either quality improvements or growth oriented incentive programs.

The Diagnosis also benchmarks our client company's performance against other business in the same industry – nationally and locally. The Diagnosis is similar to getting an X-ray or doctor's check-up of a business and identifies financial and operational strengths and weaknesses.

1. You will receive an objective appraisal of your business operations.
2. Middle South will review all areas of your business which have a direct influence on your profit and expense, including controls, marketing, management, operations and finance.
3. You will receive an objective view. You will benefit from trained eyes scrutinizing your business; eyes experienced in recognizing problems that impact your profits. You will get a fresh perspective.
4. Middle South will offer you direction on how to reduce costs, increase your bottom line and generate greater revenues and profitability.
5. You will gain an understanding of the financial and analytical tools necessary to maintain your competitive edge.
6. To maximize the return on your investment, Middle South will:
  - identify the problems in your business
  - describe how the problems are impacting your business
  - discuss the cost of these problems to your business
7. Because of our streamlined evaluation procedures, The Diagnosis is value priced.
8. You will receive input on: problem identification, the cost of these problems; and the effect of these problems on your daily operations as well as their resulting long-term impact on your business.

After completion of The Diagnosis, you decide if the improvements identified should be implemented by you or Middle South. Middle South provides management and financial consulting services after The Diagnosis to get only those profitability improvements you desire. Which business improvements you decide to implement and the courses of action you elect to pursue after receiving your Diagnosis are entirely your decision.