

Invest in Your Future

The road to significant increases in performance requires a new and fresh look at your business. It requires an outside professional observer to examine what's working and what isn't. It requires someone who has been trained to identify opportunities, eliminate inefficiencies, maximize success and minimize exposure.

It requires a new level of thinking.

We help our clients tackle the tough questions by offering counsel in a multitude of critical areas that effect business operations. We advise on business planning and profitability, incentive programs, benefit programs, management techniques, cost accounting, cash management, financing and much more.

Let William Greene & Company take a hard look at your company, your goals, your procedures, and your bottom line. We will work with you to develop creative solutions to your problems, and formulate realistic long-range plans for your business.

“The set of problems we face cannot be solved by the same level of thinking that created them.”

Albert Einstein

Start on the Road to Greater Success

Our Profit Enhancement Strategies program begins with an evaluation and overview of the infrastructure of your business operations, cash flows, inventory control, sales and marketing, human resources, etc. We use our expertise and proprietary software to:

- *Identify opportunities for growth or improvement*
- *Highlight concerns or problem areas*
- *Benchmark the company's performance against industry standards and/or historical performance*
- *Provide management with a starting point to dramatically impact the bottom line*

Once the preliminary assessment is complete, we can more thoroughly analyze targeted areas for improvement. Our goal is to help you identify revenue opportunities, recognize inefficiencies and re-examine critical aspects of your business. After isolating the obstacles to success, our approach really begins to shine. We start by pinpointing specific activities that you and your employees can implement almost immediately. Then we help you determine an ongoing strategy necessary to achieve results. To be effective, the plan is continually evaluated in view of changing business conditions and compared against actual performance.

Profit Enhancement Strategies includes:

- *A preliminary assessment report that gives you a snapshot of your business—what's good and what might need improvement.*
- *A benchmarking report that compares how you are doing to the competition, the industry as a whole and against historical performance.*
- *A more detailed analysis of specific areas of opportunity or concern that are identified by you and your key managers.*
- *An action plan to make changes and significantly impact the bottom line.*

- *A business advisor to point you in the right direction, answer your questions and keep you focused on performance improvement.*
- *Determination of true cost of sales with targets necessary to achieve margins.*
- *Evaluation of sales effort, product mix, pricing, cash flow and advertising budget.*
- *Cash flow forecasts to project availability of funds necessary to meet obligations.*
- *Forecasts of revenues, operating expenses and capital expenditures.*
- *Discussion of financing requirements; meetings and negotiations with bankers to secure additional financing (if required) or restructure of existing debt.*
- *Review of internal controls and accounting systems to protect assets and measure progress.*

Like your company, ours is comprised of intelligent, talented people dedicated to high standards of excellence and personal achievement. Our commitment to your success signifies our responsibility to provide outstanding service. We view each client engagement as the beginning of a long-term relationship. Our commitment is to provide you with real solutions, at a reasonable fee, that will allow your business to unleash its full profit potential.

“One definition of insanity is to continue doing the same thing and expecting a different result.”

Stephen Covey

"We don't have an accounting firm. We have a strategic partner. Our growth and profitability is a direct result of William Greene & Company's efforts."

*Importer & Distributor, President
Westchester, NY
Valued client since 1988*

Our experience has shown that virtually every organization has improved their bottom line as a result of our Profit Enhancement Strategies program. The question isn't whether you can improve, but by how much.

What Could Your Business Do with Extra Cash?

- *Develop a new product line?*
- *Sell to a broader market?*
- *Upgrade equipment or computers?*
- *Move to a larger space?*
- *Pay down debt?*
- *Reward valued employees?*
- *Hire additional staff?*

Ask Yourself:

What are my goals?

What keeps me up at night?

Is there pressure to make more money?

Am I unhappy with recent performance?

How serious am I about making changes?

How do I grow the business?

How can I impact my bottom line?

Am I properly positioned for the future?

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Begin Now!

Call us today to schedule a free, no-obligation Preliminary Assessment of your business. The resulting report and analysis are yours to act upon as you see fit.



Our Business is Your Profit

William Greene & Company, LLP

55 Katonah Avenue
Katonah, NY 10536

914-232-8461 Phone
914-232-8906 Fax
cpa@wgreeneco.com
www.wgreeneco.com

Profit Enhancement Strategies



Finding Answers to Your Most Vital Questions

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