

DOCUMENT RESUME

ED 226 172

CE 035 016

AUTHOR Landsverk, Arvel; And Others
 TITLE SCORE/ACE Counselor Handbook. Service Corps of Retired Executives. Active Corps of Executives.
 INSTITUTION Small Business Administration, Fargo, ND.
 PUB DATE [Dec 82]
 NOTE 102p.
 PUB TYPE Guides - Non-Classroom Use (055)

EDRS PRICE MF01/PC05 Plus Postage.
 DESCRIPTORS Accounting; Budgeting; *Business Administration; Capital; Check Lists; *Counseling Techniques; *Counselor Role; *Entrepreneurship; Money Management; Planning; Postsecondary Education; *Small Businesses
 IDENTIFIERS Cash Flow; *North Dakota; *SCORE ACE Program; Small Business Administration

ABSTRACT

This counselor handbook is intended to help Service Corps of Retired Executives/Active Corps of Executives (SCORE/ACE) counselors to plan and conduct counseling services more effectively. Included in the introductory section are an overview of the SCORE/ACE counseling program, a discussion of what the counselor does, directions for completing counseling reports, suggestions for overcoming counseling barriers, and a checklist of effective counseling techniques. Next, a counselor checklist is provided that contains questions on topics such as market evaluation, merchandising, pricing policies, sales development, seasonal variations, location, layout, recordkeeping, financial management, credit policies, and personnel policies. Addressed in a section on business statement analysis are the managerial uses of accounting statement analysis and ratios, formulas for the ratios, break-even analysis, cash management, and cash-flow tools. A business plan working outline is provided along with an examination of how a business plan helps small-business owners and managers. Concluding the guide is a section of counseling information that consists of lists of Small Business Administration counseling assistance programs, additional sources of counseling information, and offices to contact when planning a business. (MN)

 * Reproductions supplied by EDRS are the best that can be made *
 * from the original document. *

ED226172

SCORE/ACE COUNSELOR HANDBOOK

Service Corps Of Retired Executives
Active Corps of Executives

Prepared by:

Arvel Landsverk
Assistant District Director
for Management Assistance
Small Business Administration
Fargo District Office
Fargo, ND 58102

James Stai
Business Management Specialist
Small Business Administration
Fargo District Office
Fargo, ND 58102

Donald Kohns
Marketing and Distributive Education
University of North Dakota
Grand Forks, ND 58201

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

This document has been reproduced as
received from the person or organization
originating it.

Minor changes have been made to improve
reproduction quality.

- Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY

D Kohns

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)."

ED35016

-ABSTRACT-

The SCORE/ACE Counselor Handbook answers a need to provide reference for counselors who serve a variety of small business. The handbook includes a series of checklists focusing upon counseling techniques and specific business operations. A counselor may refer to the table of contents to locate checklists which suggest questions to ask, information to provide, and/or recommendations to make regarding specific marketing, management, and financial operations or problem areas. In addition, summarized reference materials are provided to enable the counselor to explain such topics as different business ratios, cash flow, and breakeven points. Supplementary Small Business Administration Publications are identified for each business operation.

Use of the Counselor Handbook should enable SCORE/ACT Counselor to more effectively plan and conduct counseling services. Credit for the planning and development of this handbook is extended to the following individuals:

Arvel Landsverk
Assistant District Director for Management Assistance
Small Business Administration
Fargo District Office
Fargo, ND 58102

James Stai
Business Management Specialist
Small Business Administration
Fargo District Office
Fargo, ND 58102

Donald Kohns
Marketing and Distributive Education
University of North Dakota
Grand Forks, ND 58201

TABLE OF CONTENTS

	Section	Page
THE COUNSELING PROCESS.....	I	
THE SCORE/ACE COUNSELING PROGRAM.....		1
WHAT THE COUNSELOR DOES.....		1
HOW TO COMPLETE COUNSELING REPORTS.....		3
OVERCOMING COUNSELING BARRIERS.....		6
CHECKLIST OF EFFECTIVE COUNSELING TECHNIQUES.		7
COUNSELING CHECKLIST QUESTIONS.....	II	
BUSINESS STATEMENT ANALYSIS.....	III	
MANAGERIAL USES OF ACCOUNTING STATEMENT ANALYSIS AND RATIOS.....		28
FORMULAS FOR THE RATIOS.....		30
BREAKEVEN ANALYSIS.....		37
HOW A BUSINESSPERSON MANAGES CASH.....		46
CASH MANAGEMENT/CASH FLOW TOOLS.....		47
BUSINESS PLAN DEVELOPMENT.....	IV	
HOW A BUSINESS PLAN HELPS MANAGER/OWNERS OF SMALL BUSINESSES.....		53
A BUSINESS PLAN WORKING OUTLINE.....		55
COUNSELING INFORMATION.....	V	
OTHER SBA COUNSELING ASSISTANCE PROGRAMS.....		68
ADDITIONAL SOURCES OF COUNSELING INFORMATION.		69
CONTACT THE FOLLOWING OFFICES WHEN PLANNING YOUR BUSINESS.....		72

THE COUNSELING PROCESS



THE SCORE/ACE COUNSELING PROGRAM

The counselor is the main arm of SCORE/ACE, and counseling is the main action, but how is SCORE organized and what other operations are there besides counseling?

Established in 1964, SCORE is a voluntary organization of retired businessmen and women. Four years later, ACE, its corollary organization of active executives, was formed. Both organizations offer their skill, knowledge and experience without fee to assist small business owners/managers in solving their operating problems. They are sponsored by the Small Business Administration. The legal relationship of the SBA, SCORE and ACE is governed by the grant of authority and power by Congress to the SBA, set forth in Section 8(b) of the Small Business Act (Public Law 85-536, as amended).

In July 1971, SCORE became a part of ACTION, the Federal Citizens Service Corps. although the SBA continued to administer and direct the program. In July 1975, SCORE and ACE were returned to the full sponsorship of the SBA by Executive Order #11871.

The National SCORE Council serves as the voice of SCORE and ACE and acts in an advisory capacity to the SBA. It is comprised of a chairman and one regional SCORE representative elected by the chapter chairpersons from each of the ten SBA regions. The National SCORE Council sets the National SCORE policies and gives general direction to the National SCORE Office in Washington, D.C.

Regional SCORE representatives appoint district SCORE representatives, who give appropriate guidance to chapter chairpersons and convey to each chapter worthwhile and successful administrative and operational procedures.

The Corps is constantly striving to maintain a suitable level of communications among its representatives and offices. The National SCORE Office maintains a communications network throughout SCORE to the counselor for the purpose of keeping up-to-date in counseling skills and special subjects, such as crime loss reduction, foreign trade and energy cost reduction. Public relations direction for SCORE naturally comes from the National Office.

WHAT THE COUNSELOR DOES

The counselor does counseling and it begins when he or she is assigned a case and receives a copy of the completed form 641 (application), Request for Counseling. This may be received at the counselor's home, SCORE office or SCORE desk at a SBA office.

When handling "walk-in" clients, it will be helpful to review the information on the 641 before beginning the interview. (Use copies of 641 in this discussion.) It usually takes only a few moments to:

- check the client's problems and requests which are recorded on the back of the form, and
- recall some special bit of knowledge or experience which will help the client.

If an immediate screening interview is not required, the counselor will have the opportunity to:

- promptly arrange a mutually agreeable time and location for the first counseling session at the office, the counselor's home, the client's home or place of business, and
- do some homework in preparation for the meeting, for example:

"The client noted on the 641 that she was having difficulty locating good "fashion outlets" for supplying stylish young women's dresses. The counselor secured the names and addresses of reliable potential suppliers and had them ready for the interview."

Fill out reporting form 1062 after each counseling session and submit to the District SBA Office.

Fill out vouchers for phone and travel expenses from counselor's residence to client's home or place of business. Use form 1164 for this expense report.

for Small Business

SBA

U.S. Small Business Administration

SBA

U.S. Small Business Administration
Washington, DC 20416

Official Business
Penalty for Private Use, \$300

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 12303 WASHINGTON, DC

POSTAGE WILL BE PAID BY U.S. SMALL BUSINESS ADMINISTRATION

SMALL BUSINESS ADMINISTRATION
P. O. BOX 3086
FARGO, ND 58108-3086

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Your local U.S. Small Business Administration offers numerous training and counseling programs that include the following:

- starting a small business
- developing records and bookkeeping systems
- locating sources of financing
- developing customers
- locating a business site

Please complete the form on the reverse side and mail to the above SBA office. You will be contacted by an SBA representative when this information is received.

SMALL BUSINESS ADMINISTRATION REQUEST FOR MANAGEMENT ASSISTANCE

Please Print

Name of Company		Name of Inquirer		Telephone #	
Street		City		State	County
Employer ID #		Social Security Number		Veteran Yes <input type="checkbox"/> No <input type="checkbox"/>	
In Business? <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Starting a Business? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> SBA Borrower? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>		Viet Era Veteran Yes <input type="checkbox"/> No <input type="checkbox"/> Discharged: <input type="checkbox"/>		Can you furnish a recent: Balance Sheet? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Profit & Loss Statement? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>	
Kind of business/services (Please specify) Retail (Selling) _____ Construction _____ Service (Kind) _____ Wholesale (Selling) _____ Manufacturing (Product) _____ Other (Specify) _____					
Check the problem areas for which you seek assistance. <input type="checkbox"/> 1. Starting a New Business <input type="checkbox"/> 2. Sources of Credit and Financing <input type="checkbox"/> 3. Increasing Sales <input type="checkbox"/> 4. Advertising & Sales Promotion <input type="checkbox"/> 5. Market Research <input type="checkbox"/> 6. Selling to the Government <input type="checkbox"/> 7. Bidding and Estimating <input type="checkbox"/> 8. International Trade <input type="checkbox"/> 9. Recordkeeping and Accounting <input type="checkbox"/> 10. Financial Statements <input type="checkbox"/> 11. Office of Plant Management <input type="checkbox"/> 12. Personnel <input type="checkbox"/> 13. Engineering and Research <input type="checkbox"/> 14. Inventory Control <input type="checkbox"/> 15. Purchasing <input type="checkbox"/> 16. Credit & Collections					
Please describe how SBA may be of assistance.					
I request management assistance from the Small Business Administration. I understand that this assistance is free of charge and that I incur no obligation to SBA or its counselor for providing this assistance. I authorize SBA to furnish relevant information to the assigned management counselor although I expect that information to be held in strict confidence by him/her. I further understand that any counselor has agreed not to: (1) recommend goods or services from sources in which he/she has an interest and (2) accept fees or commissions developing from this counseling relationship. In consideration of SBA's furnishing management or technical assistance, I waive all claims against SBA personnel or counselors arising from this assistance.					
Signature and Title of Requestor					Date

SMALL BUSINESS ADMINISTRATION

REQUEST FOR MANAGEMENT ASSISTANCE

Please Print

Name of Company MR: BILLS		Name of Inquirer BILL PALLASCH		Telephone # 293-0045	
Street 1200 BROADWAY		City FARGO		State ND	County CASS
Zip 58103		Employer ID # [] [] [] [] [] [] [] [] [] []		Social Security Number 232 25 2981	
Veteran Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		Viet Era Veteran Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		Discharged:	
Are you presently: In Business? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Starting a Business? <input type="checkbox"/> Yes <input type="checkbox"/> No SBA Borrower? <input type="checkbox"/> Yes <input type="checkbox"/> No		Can you furnish a recent: Balance Sheet? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Profit & Loss Statement? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
Kind of business/services (Please specify) Retail (Selling) MENS CLOTHING Service (Kind) _____ Manufacturing (Product) _____ Construction _____ Wholesale (Selling) _____ Other (Specify) _____					
Check the problem areas for which you seek assistance.					
<input type="checkbox"/> 1. Starting a New Business		<input type="checkbox"/> 9. Recordkeeping and Accounting			
<input type="checkbox"/> 2. Sources of Credit and Financing		<input checked="" type="checkbox"/> 10. Financial Statements			
<input checked="" type="checkbox"/> 3. Increasing Sales		<input type="checkbox"/> 11. Office or Plant Management			
<input checked="" type="checkbox"/> 4. Advertising & Sales Promotion		<input type="checkbox"/> 12. Personnel			
<input type="checkbox"/> 5. Market Research		<input type="checkbox"/> 13. Engineering and Research			
<input type="checkbox"/> 6. Selling to the Government		<input type="checkbox"/> 14. Inventory Control			
<input type="checkbox"/> 7. Bidding and Estimating		<input type="checkbox"/> 15. Purchasing			
<input type="checkbox"/> 8. International Trade		<input type="checkbox"/> 16. Credit & Collections			
Please describe how SBA may be of assistance. NEED ASSISTANCE WITH SALES PROMOTION ACTIVITIES AND THE PRICING OF MERCHANDISE TO PROVIDE A PROFIT.					
I request management assistance from the Small Business Administration. I understand that this assistance is free of charge and that I incur no obligation to SBA or its counselor for providing this assistance. I authorize SBA to furnish relevant information to the assigned management counselor although I expect that information to be held in strict confidence by him/her.					
I further understand that any counselor has agreed not to: (1) recommend goods or services from sources in which he/she has an interest and (2) accept fees or commissions developing from this counseling relationship. In consideration of SBA's furnishing management or technical assistance, I waive all claims against SBA personnel or counselors arising from this assistance.					
Signature and Title of Requestor Bill Pallasch					Date JAN. 5, 1983

HOW TO COMPLETE COUNSELING REPORTS.

A report on each counseling case is prepared and submitted to the designated SCORE and ACE office or person responsible within a reasonable time after each interview, but not more than 10 days thereafter. In addition, a record of each counseling action must be recorded on an SBA form 1062 (Management Assistance Control Record) so counselors will receive appropriate credit for their activities. These forms are supplied with each case assignment and additional forms are available from the SBA or SCORE office or designated person. It is preferable that reports be typed, but handwritten reports are acceptable.

1062 Management Assistance Control Record

Usually, the first two copies go to the SBA Management Assistance office, one to the chapter file and one for the counselor.

Boxes not mentioned below are not to be completed by counselor.

Section A

Boxes 1, 2, 3, 4, 5 and 7. Name and place of business.

Box 10. Client's business I.D. number (issued by IRS). If none, the client's social security number.

Section B

Box A - usually 1 of first 3 squares.

B - usually first square.

C - usually first or second square (use local instructions).

D - usually square 5.

E - obvious.

H, I, J are obvious.

K - check square 1 when writing a case closure report hereon.

M, O, P, Q - use local or district instructions.

Section C

Box 13 - State problem or problems briefly.

Box 14 - List briefly recommendations in same order as problems in box 13.

Box 15 - e.g., "client has applied for loan and is awaiting results."

Box 16 - remarks - discretionary.

Boxes 17, 18, 19, 20 - obvious.

Please complete a form 1062 for each counseling session. This enables SCORE to receive credit for work performed. As mentioned above, it is also used to report the case closure.

100 12

SBA 1062 Report Form - Management Assistance Control Record

BUSINESS NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTY _____

Information for completion of travel voucher: Date(s) of travel _____

Lv _____ Time _____ Speedometer Reading _____
 (home)

Ar _____ Time _____ Speedometer Reading _____
 (client)

Lv _____ Time _____ Speedometer Reading _____
 (client)

Ar _____ Time _____ Speedometer Reading _____
 (home)

Telephone Calls: Date _____ Cost _____ From _____ To _____

Time spent with client: _____ SCORE/ACE _____ SBI _____ 406 _____ Other _____

If there were any other stops in your travel to and from client, please list on back.

LODGING EXPENSE: Place stayed and amount per night _____
 (PLEASE SUBMIT RECEIPT FROM MOTEL)

ATTEMPT TO COMPLETE THE FOLLOWING INFORMATION ON THE BUSINESS FOR THIS YEAR TO DATE AND FOR
 -LAST YEAR END.

	Date	# Months	Last Year End Date
Sales	\$ _____	_____	\$ _____
New Profit	\$ _____	_____	\$ _____
New Worth	\$ _____	_____	\$ _____
No. of Employees	_____	_____	_____
Financial Records Available?	Yes _____	No _____	
Are they used?	Yes _____	No _____	

Problem Identified: _____

Solutions and Recommendations:

Implementation Progress:

Remarks:

Do you recommend follow on?

When?

Date Action Completed _____

Name and address of Inquirer:

Telephone No. (incl. area code):

Name of Counselor:

Soc. Sec. No. of Counselor:

Any other comments:

13

MANAGEMENT DEVELOPMENT PLAN

In processing applications for loans, qualified SCORE and ACE members are sometimes asked to evaluate the capabilities of a client and fill out the Management Development Plan form 933. Instructions and procedures for completing the form are normally furnished by the SBA district office to the chapters. A projection of the clients' performance is often enhanced by this comprehensive evaluation and plan.

Most of our clients have very small businesses; 80% achieve revenues of ~~\$100,000~~^{\$250,000} per year or less. Many are just considering going into business. Most of these two groups lack some necessary managerial skills and for the most part, they need our counselors' help. In other words, your background, although it will not be the same as all your clients' businesses, your general business knowledge and experience will be very helpful in a majority of cases.



MANAGEMENT DEVELOPMENT PLAN

NOTE: This form is to be completed in order to help the client better prepare himself to become a successful businessman and to identify any potential problem areas.

LOAN NUMBER if applicable

SECTION I										
MA Officer Assigned James Stai			Person Completing Evaluation Bruce Harmon				Loan Specialist or Minority Entrepreneur Representative			
			Score	<input checked="" type="checkbox"/> Ace			Other			
Name of Client Bill Pallasch			Home Address (Include ZIP Code) 1846 16 St. South Fargo, North Dakota 58103				Age 40	Phone No. 293-0045		
Name of Business Mr. Bills			Business Address (Include ZIP Code) 123 Main Street Fargo, North Dakota 58103				Phone No. 293-9714			
Type of Business:		<input checked="" type="checkbox"/> Retail	<input type="checkbox"/> Service	<input type="checkbox"/> Manufacturing		<input type="checkbox"/> Wholesale		<input type="checkbox"/> Construction		
Description of Business - Including any unique aspects Men's clothing store with emphasis on sports wear and a small area for western wear.										
Legal Entity:		<input checked="" type="checkbox"/> Proprietorship	<input type="checkbox"/> Corporation		Is client familiar with the advantages and disadvantages of this choice?					
		<input type="checkbox"/> Partnership	<input type="checkbox"/> Limited Partnership		<input checked="" type="checkbox"/> Yes		<input type="checkbox"/> No			
<input checked="" type="checkbox"/>	Prospective Business		<input type="checkbox"/> Existing Business		<input type="checkbox"/> Buying Business		<input type="checkbox"/> Relocation			
Duties of Client: The client was manage and operate the men's clothing store. He will supervise the personnel, assist with the buying, control the advertising, and project sales & exp.										
SECTION II - BACKGROUND OF APPLICANT										
A. Education						B. Military Service (Management skills learned and used)				
Years Completed		Months Completed								
<u>6</u>	Elementary School	<input type="checkbox"/> Com. bus. school		<input type="checkbox"/> Industry training						
<u>6</u>	High School	<input type="checkbox"/> Vocational school		<input type="checkbox"/> Other (Specify)						
<u>4</u>	College BA Degree	<input type="checkbox"/> On-the-job training								
C. Work Experience										
Employee Dates		Description of Business					Client's Duties			
1960-1965		J. C. Penney's - sales associate and display manager.								
1965-1975		Johnson Department Store - assistant manager responsible for merchandising the store and training the sales staff.								
Manager Dates		Description of Business					Client's Duties			
1975-present		Lee's Department Store - store manager responsible for the entire operation: merchandising, staffing, controlling, advertising, and store operations.								
Owner Dates		Description of Business					Client's Duties			
D. Reasons applicant chose this line of business The client has had the management experience in operating a retail store. He recognized the need for a quality men's store.										



SECTION III - KNOWLEDGE OF BUSINESS NEEDS

Investment: How much and what kind of initial capital investment is client putting into business?

Cash? \$50,000

Assets? -0-

How Valued (basis)?

Customers: (Where will they come from?) (Trade area and share of market)
 Customers will come from a 75 mile radius with emphasis on the man between the ages of 25 and 75.

Location: Why did client pick it? (Give its advantages and, if any, its disadvantages)
 The location of the business provides easy access with plenty of parking within one block.

Lease: What are the terms? Is rent, including any alterations, reasonable? Yes No (If no, elaborate)
 5 year lease with the possibility of a second 5 year lease.

Licensing and Zoning: What are the local requirements and does client know about them for the business?
 Client's business is located in the business district.

Hours of Operation: What will be the hours this business will be open?
 9 a.m. to 6 p.m. and 9 a.m. to 9 p.m. Dec. 1 thru Dec. 23.

Suppliers: Has client investigated sources? Yes No Credit Terms? Yes No (Elaborate if any answers are No)
 Delivery arrangements? Yes No

Will he have sufficient knowledge to select the right amount and kind of inventory? Yes No

Insurance: Has he checked into this sufficiently, including theft, liability, vandalism, life and employee fidelity bond?
 Yes No (Underline types to be carried and add any others.)

Personnel: How many people will be employed? 4 full-time What will be their salaries, wages and fringe benefits?
 What are the sources for hiring employees? 2 part-time Based on area averages for this type of business.
 Does client understand the ordinances and laws involved? Yes No

Advertising and Promotion: What is the advertising plan?
 Will advertise on a monthly basis with 4 special promotions during the year.
 What does applicant believe will be the cost? \$550 per month.
 Brief assessment of client's advertising plans: Use radio, newspapers, and some direct mail.

Credit: What will be the business' credit policy?
 Net 30

Sales, costs and cash flow projections: Does client understand them? Yes No
 Are they realistic? Yes No If not, please elaborate.

Do you think client will try to follow them or use them as a tool in making business decisions? Yes No

If a now or changing business, has client sufficiently looked into the potentially unforeseen expenses so that they will not cripple the business' working capital? Yes No

Does the client do adequate planning for the future? Yes No

Pricing: What is the method of establishing prices? Retail method
 Does client know whether he can make money at reasonably attainable sales goals? Yes No
 Does client know whether he can be competitive? Yes No

Purposes of Loan and Amounts Requested for each Purpose

- | | |
|--|---|
| <input type="checkbox"/> Organization Expenses | <input type="checkbox"/> Machinery and Equipment |
| <input type="checkbox"/> Vehicles | <input checked="" type="checkbox"/> Building Improvements |
| <input type="checkbox"/> Tools and Supplies | <input type="checkbox"/> Wk. Cap. - - Inventory |
| <input checked="" type="checkbox"/> Furniture and Fixtures | <input checked="" type="checkbox"/> Wk. Cap. - - Other |
| <input type="checkbox"/> Purchase Business | <input type="checkbox"/> Other |

\$110,000

TOTAL LOAN AMOUNT

Breakeven, budgeting and cost control information:

Does client know the breakeven points and how to calculate? Yes No
Will this information be used to control, set selling prices and check against accounting information? Yes No
Do some items carry others? Yes No
Are breakeven points reasonable to attain considering capacity and market? Yes No

Working Capital:

Does there seem to be enough working capital provided from client's funds and/or loan? Yes No (if yes, this must be supported by the cash flow. If no, please comment.)
Will client be able to withdraw sufficient money from the business to support the family without hurting the business?
 Yes No How much is needed? \$1,200 per month.

Recordkeeping:

What is client's understanding of recordkeeping needed to manage this business successfully? He has some knowledge but is limited.
What kind of accounting system will be used? Cash Accrual Hybrid
Does applicant understand the significance of the difference? Yes No
Does client know what a profit and loss statement and balance sheet are and how to use them? Yes No
Does client intend to use them? Yes No

SECTION IV - CHARACTERISTICS OF CLIENT

Motivation:

Does client seem motivated sufficiently to follow through to success with this business? Yes No
Does client seem like a self-starter who will discipline himself sufficiently? Yes No

Attitude:

Does client have an open mind toward continuous management advice? Yes No
Does client appear to think his only significant problem is adequate capital? Yes No
What is the spouse's attitude towards this business? Positive Negative

Personal History:

Married? Yes No If yes, for how long? 20 How many children at home? 1
Does spouse work? Yes No If yes, length of employment

Character:

Do you think client would present an impression of honesty and confidence with whom he deals? Yes No
Does client have good appearance for the job? Yes No
Have good personality for the duties he will have? Yes No

SECTION V - NARRATIVE

As a result of the interview with the applicant, write a short narrative of the general impression he makes as a businessman. Is he articulate? Does he seem to have energy and drive? Are there any physical handicaps which might impair his ability to manage? Does he seem knowledgeable and confident, etc? If you think applicant can operate this business successfully, state why, including consideration of required breakeven point versus what you think he can obtain. If you believe applicant cannot operate successfully, please comment the same way, only on a negative basis. Does he have the technical competence? Note any other comments you think would be pertinent.

Mr. Pallasch has the necessary business skills and management experience to operate a men's clothing store. He projects a friendly and helpful attitude and he projects a positive image. He knows his costs for doing business and has the knowledge of pricing merchandise to provide a profit for the store.

SECTION VI - CONCLUSIONS

Existing Business

- Applicant doing well, can probably success without management assistance.
- Applicant can probably success, but will have greater assurance of success and higher profit with the assistance recommended below.
- Applicant probably cannot succeed unless recommendations contained below are implemented.
- Applicant, even with management assistance, probably cannot successfully manage this business (Substantiated by evaluation, including narrative).

Prospective Business (includes those buying a business)

- Applicant probably needs no management assistance to succeed.
- Applicant can probably succeed, but will have greater assurance of success and higher profit with the assistance recommended below.
- Applicant probably cannot succeed unless recommendations contained below are implemented.
- Applicant, even with prescribed management assistance, probably cannot manage proposed business successfully (Substantiated by evaluation, including narrative).

Management Factors Needing Attention
(X appropriate box)

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> 1. Sufficient customers (or potential) | <input type="checkbox"/> 6. Merchandising | <input checked="" type="checkbox"/> 11. Credit & Collections | <input type="checkbox"/> 16. Motivation |
| <input type="checkbox"/> 2. Location | <input type="checkbox"/> 7. Advertising & sales promotion | <input type="checkbox"/> 12. Pricing | <input type="checkbox"/> 17. Attitude |
| <input type="checkbox"/> 3. Initial stock and suppliers | <input checked="" type="checkbox"/> 8. Recordkeeping & budgeting | <input type="checkbox"/> 13. Projections | <input type="checkbox"/> 18. Character |
| <input type="checkbox"/> 4. Layout | <input type="checkbox"/> 9. Insurance, taxes, regulations | <input type="checkbox"/> 14. Personnel | <input type="checkbox"/> 19. Sales to breakeven |
| <input type="checkbox"/> 5. Technical skills | <input type="checkbox"/> 10. Money Needs | <input type="checkbox"/> 15. Future planning | <input type="checkbox"/> 20. Other (specify) _____ |

Mgmt Factors Needing Attn (Number)	Action to Provide the Needed Attention (Use brief narrative phrases to describe the factors needing attention and assistance to be provided and/or action to be taken to correct or minimize a deficiency.)
8	Client will need assistance in establishing the proper accounting records and procedures.
11	Client will need assistance in establishing a procedure for keeping accounts receivable current and a systematic procedure for collecting past-due accounts.

Signature of Management Assistance Officer		Signature of Volunteer Completing report. <i>Duice Harmon</i>	
District or Branch Office	Regional Office	Date	

TRAVELER (PAVE)	TRAVEL VOUCHER <i>Read the Privacy Act Statement on the back)</i>		1. DEPARTMENT OR ESTABLISHMENT, BUREAU DIVISION OR OFFICE		2. TYPE OF TRAVEL <input type="checkbox"/> TEMPORARY DUTY <input type="checkbox"/> PERMANENT CHANGE OF STATION		3. VOUCHER NO.	
	a. NAME (Last, first, middle initial)		b. SOCIAL SECURITY NO.		c. PERIOD OF TRAVEL a. FROM b. TO		4. SCHEDULE NO.	
	c. MAILING ADDRESS (Include ZIP Code)		d. OFFICE TELEPHONE NO.		e. NUMBER(S)		b. DATE(S)	
	f. PRESENT DUTY STATION		g. RESIDENCE (City and State)		10. CHECK NO.		11. PAID BY	
8. TRAVEL ADVANCE		9. CASH PAYMENT RECEIPT		a. DATE RECEIVED		b. AMOUNT RECEIVED \$		
a. Outstanding		c. PAYEE'S SIGNATURE		Amount to be applied				
Amount due Government (Attached: <input type="checkbox"/> Check <input type="checkbox"/> Cash)				D. Balance outstanding				

12. GOVERNMENT TRANSPORTATION REQUESTS, OR TRANSPORTATION TICKETS, IF PURCHASED WITH CASH (List by number below and attach passenger coupon; if cash is used show claim on reverse side.)

I hereby assign to the United States any right I may have against any parties in connection with reimbursable transportation charges described below, purchased under cash payment procedures (FPMR 101-7) ▶ *Traveler's Initials*

AGENT'S VALUATION OF TICKET (a)	ISSUING CARRIER (Initials) (b)	MODE, CLASS OF SERVICE AND ACCOMMODATIONS (c)	DATE ISSUED (d)	POINTS OF TRAVEL	
				FROM (e)	TO (f)

13 I certify that this voucher is true and correct to the best of my knowledge and belief, and that payment or credit has not been received by me. When applicable, per diem claimed is based on the average cost of lodging incurred during the period covered by this voucher.

TRAVELER SIGN HERE ▶	DATE	AMOUNT CLAIMED ▶	\$
-----------------------------	------	------------------	----

NOTE: Falsification of an item in an expense account works a forfeiture of claim (28 U.S.C. 2514) and may result in a fine of not more than \$10,000 or imprisonment for not more than 5 years or both (18 U.S.C. 287; i.d. 1001).

14. This voucher is approved. Long distance telephone calls, if any, are certified as necessary in the interest of the Government. (NOTE: If long distance telephone calls are included, the approving official must have been authorized in writing by the head of the department or agency to so certify (31 U.S.C. 680a).)

APPROVING OFFICIAL SIGN HERE ▶

DATE

17. FOR FINANCE OFFICE USE ONLY COMPUTATION

a. DIFFERENCES, IF ANY (Explain and show amount)	\$
b. TOTAL VERIFIED CORRECT FOR CHARGE TO APPROPRIATION	\$
c. APPLIED TO TRAVEL ADVANCE (Appropriation symbol):	\$
d. NET TO TRAVELER ▶	\$

15. LAST PRECEDING VOUCHER PAID UNDER SAME TRAVEL AUTHORIZATION

a. VOUCHER NO.	b. D.O. SYMBOL	c. MONTH & YEAR
----------------	----------------	-----------------

16. THIS VOUCHER IS CERTIFIED CORRECT AND PROPER FOR PAYMENT

AUTHORIZING OFFICIAL SIGN HERE ▶

DATE

18. ACCOUNTING CLASSIFICATION

COUNSELORS' CODE OF ETHICS

Thus, from time to time you may be asked to counsel a client in a business which you have not experienced. In most cases you will be able to help substantially, but also when needed, call in other counselors with more pertinent background to assist. This service is a part of your commitment along with your pledge of the following:

1. I offer my services freely for the benefit of the local small business community.
2. I do not simultaneously counsel cases in which clients are in direct competition with each other.
3. I will not accept cases in which there might be a conflict of interest situation.
4. I will not charge for my services as a volunteer.

OVERCOMING COUNSELING BARRIERS

A good working knowledge of effective business counseling techniques and the skills to perform them well will probably be more helpful than any of our other abilities in guiding our clients to the right business decisions.

Techniques of counseling have received major emphasis in the counselor training sessions presented to thousands of SCORE members throughout the United States. Following these meetings, the participants were surveyed and they requested even more of the same. In fact, Counseling Techniques was chosen over all other subjects, including financial controls, loans, orientation and marketing.

The Chapter will cover the techniques of:

- the counseling interview--with emphasis on rapport and passive and active listening. "Getting through the barriers" and helping the clients identify the problems;
- leading them to their own right decisions;
- assisting in a coach or mentor role, in putting the right solution into effect;
- good "feedback," conclusion and case closure; and
- effective counseling in a summary format.

The barriers to finding true problem causes and solutions are often varied and complex. A brief discussion of the more frequently occurring ones is as follows:

- The natural reaction of many small business persons is to resist outside advice and assistance. They are classic examples of the "I'll do it my way" attitude. The fact that they choose to "run" their own business is evidence of their independence and drive for individuality--very strong "egos."
- Frequently they have an antipathy for the "establishment" and reject government and the "bureaucracy" as wasteful interferers and "impeders" of their efforts in the free enterprise system.
- Of those seeking counsel, it is sometimes believed that a percentage of clients simply tolerate counseling to get something they think they need, such as a loan, sympathy or a "catharsis" for their frustrations.
- A "non-directive" type interview does not inhibit the client; and passive listening with acknowledgment responses and active listening techniques allows, and in fact encourages, the client to talk about the problem, free of damaged ego inhibitors.

CHECKLIST OF EFFECTIVE COUNSELING TECHNIQUES

A practical check list can be used to remind counselors of ways to improve counseling techniques:

For Better Counseling:

- Tune in to the client. Use empathy.
- Don't jump to conclusions.
- Look for the main ideas.
- Watch out for the client's feelings.
- Monitor your own feelings and point of view.
- Notice non-verbal language.
- Work at listening.
- Get the data you need for good understanding.
- Restate important points in your own words.
- Don't try to cover too many subjects.
- Bite your tongue.
- Be sure you've got all the facts.

Critical Steps in the Counseling Process

- Maintain a business attitude.
- Keep on track.
- Get additional information.
- Pay compliments.
- If you need help, admit it and get it.
- Don't waste time.
- Summarize key facts and commitments.
- Schedule your suggestions.

Field Visit Hints

- Be prepared!
- Be sure you are qualified to make the visit.
- Have the background and history of the business well in mind.
- Let the client know you are coming. Be sure the time is convenient for him.
- Look around before you enter the client's place of business.
- Be sure the client knows why you are there.
- Give compliments and discreet suggestions for improvement.
- You are not expected to know all the answers. Get help if needed.

COUNSELING CHECKLIST QUESTIONS



PLANNING & MANAGEMENT

COUNSELING CHECKLIST QUESTIONS AND RELATED SBA PUBLICATIONS¹

The responsibilities of a SCORE/ACE counselor are many and varied. The purpose of this handbook is to give you assistance in fulfilling the client's expectations.

The small business owner/operator today must possess numerous skills. The following checklists contain questions that will guide you in determining where your counseling efforts should be directed.

The checklists were not designed to be used as the only counseling tool. They were designed to serve as a guide in your preparation for the counseling visit. A suggestion (recommendation) is that the counseling client should not see the "checklists," as this would detract from spontaneity of the counseling session.

The SBA office will normally tell you of the problem area(s) that the client(s) indicated in their counseling request. You then should review the appropriate checklist prior to your scheduled visit. By discussing the checklist points with the client you will be able to determine if the problem, indicated by the client is truly the problem; if there are other problems, and what could be an appropriate plan of action to correct problem area(s).

In order to determine the major problems of your client as well as to assist you in developing a counseling plan, your counseling report should contain the following figures: net sales, gross profit (\$ and/or %), net profit (\$ and/or %), net worth, accounts receivable turnover, inventory turnover, and accounts payable turnover.

The following checklists and related SBA reference publications can be used by you as a counselor prior to meeting with the client. You may wish to obtain copies of appropriate SBA publications to leave with the client. The checklists identify certain questions or points of discussion regarding these topics:

1. Market Evaluation Checklist
2. Merchandising Checklist
3. Pricing Policies Checklist
4. Sales Development Checklist
5. Seasonal Variations Checklist

¹Checklist Lists and References prepared by Larry Mandigo
Business Management Specialist, Casper District Office.

6. Location Checklist
 - (a) Retailers
 - (b) Wholesalers
 - (c) Manufacturers
 - (d) Service Firms
7. Layout Checklist
 - (a) Retailers
 - (b) Wholesalers
 - (c) Manufacturers
8. Recordkeeping Checklist
9. Expenses and Break-even Checklist
10. Assets Adequacy Evaluation Checklist
11. Purchasing and Inventory Control Checklist
12. Credit Policies Checklist
13. Personnel Policies Checklist
14. Financial Condition Checklist

1. Market Evaluation Checklist

- A. Is the firm's major problem a lack of sales?
- B. What has been the trend of sales in recent years?
- C. What factors can be determined as the reason for the trend of sales?
- D. Was a proper market survey made when the firm started?
- E. If so, what were the predicted results in sales volume?
- F. If not, should such a survey be made now?
- G. Have the basic sources of market survey data been studied? Sources of data for making market surveys may include but are not limited to:
 - (1) Major trading maps
 - (2) Road maps
 - (3) Census tracts
 - (4) The United States Census of Business
 - (5) Trade association reports
 - (6) Chambers of Commerce
 - (7) Bureau of Business & Economic Research at Universities
 - (8) Market research
 - (9) Advertising firms
- H. Does population growth, new competition, or competition change in methods justify new ways of serving this market?
- I. Has the character of the population in the trading area changed, aside from general growth or decline? Has this affected sales?
- J. Has the ratio of population to number of firms in this trading area changed since the firm was established? If so, what has been done by management to keep current with these changes?
- K. Does the future look good, medium, or bad for this firm in this market?

RELATED SBA REFERENCES--MARKETING

MA	1.002	"What is the Best Selling Price?"
MA	1.020	"Profit Pricing and Costing for Services"
MA	1.005	"Pricing for Small Manufacturers"
MA	4.007	"Selling Products on Consignment"
MA	1.007	"Credit and Collections"
MA	4.008	"Tips on Getting More for Your Marketing Dollar"
MA	7.003	"Market Overseas with U.S. Government Help"
MA	4.009	"Exhibiting at Trade Shows"
MA	4.010	"Developing New Accounts"
MA	4.013	"A Pricing Checklist for Small Retailers"
MA	4.015	"Advertising Guidelines for Small Retail Firms"
MA	4.017	"Public Relations for Small Business"
MA	4.018	"Plan Your Advertising Budget"
MA	4.020	"Do You Know the Results of Your Advertising?"
SMA	2.017	"Factors in Considering a Shopping Center"
SMA	2.020	"Business Plan for Retailers"
SMA	2.021	"Using a Traffic Study to Select a Retail Store Site"
SMA	4.012	"Marketing Checklist for Small Retailers"
SMA	4.019	"Learning About Your Market"
SMA	2.024	"Store Location: 'Little Things' Mean a Lot"
SBB	10	"Retailing"
SBB	13	"National Directories for Use in Marketing"
SBB	29	"National Mailing-List Houses"
SBB	89	"Marketing for Small Business"

2. Merchandising Checklist

- A. Does the owner recognize the differences in convenience, shopping, and specialty goods?

Convenience goods are products which the customers desire to buy with a minimum of effort. Price is not a factor. Examples are: tobacco, drugs, candy, soft drinks, magazine/newspapers, ice cream.

Shopping goods are those items which most customers buy after comparing prices, fashion, quality and service of several different sellers. Relatively high in value and are not bought frequently. Examples are: furniture, rugs, suits, shoes, jewelry, chinaware, automobiles, appliances.

Specialty goods are items which the individual buyer believes have special qualities that make him/her prefer them. High value, price is not of major concern, preference for a particular brand. Examples are: stereo equipment, expensive clothing, televisions, tires, period antiques, brand name chocolates.

- B. Is the merchandise inventory arranged to reflect these categories?
- C. If sales effort is primarily in one category, does the merchandising policy properly reflect this fact?
- D. Is the merchandising policy generally in line with the majority of customers in the trading area?
- E. Are selling policies and services in line with the products (credit plans, delivery services, etc.)?
- F. If selling industrial goods, does the firm recognize the differences in merchandising its goods and consumer goods?
- G. Is the location consistent with the type of merchandise sold and the price policies in effect?
- H. Is employee capability consistent with the needs of the type of merchandise being sold?

RELATED SBA PUBLICATIONS--MERCHANDISING

MA	4.003	"Measuring Sales Force Performance"
MA	4.004	"Profile Your Customers to Expand Industrial Sales"
MA	4.005	"Is the Independent Sales Agent for You?"
MA	4.010	"Developing New Accounts"
SMA	4.014	"Improving Personal Selling in Small Retail Stores?"
SBB	10	"Retailing"
SBB	13	"National Directories for Use in Marketing"

3. Pricing Policies Checklist,

- A. Do prices now produce an average gross margin consistent with the sales volume for this type of firm? If not, why?
- B. Is the firm's pricing policy influenced by nationally advertised products, or competitor prices?
- C. Is market strategy employed in setting prices?
- D. Is the owner reluctant to adopt less-than-average markup prices when good judgment dictates their use?
- E. Do prices reflect attempts to sell slow-moving merchandise?
- F. Are proper methods used in moving slow merchandise?
- G. Is style merchandise a factor in mark-ups and mark-downs?
- H. Does original mark-up policy reflect normal mark-downs, employee discounts, damaged merchandise, and shortages?
- I. Does the firm use adequate mark-ups to produce desired results?
- J. Are mark-ups based on cost or retail prices?
- K. Have "loss leaders" ever been used? Were they necessary and/or productive?
- L. Does the firm's over-all pricing policy reflect a dynamic management?
- M. Do above-average mark-up sales cover the sales in less-than-average mark-up items?

RELATED SBA REFERENCES--PRICING

MA	1.002	"What is the Best Selling Price?"
MA	1.005	"Pricing for Small Manufacturers"
SMA	4.014	"A Pricing Checklist for Small Retailers"

4. Sales Development Checklist

- A. Has the firm properly distinguished between established demand and promoted or created demand for its goods?
- B. Has the owner considered all the direct and indirect sales promotion methods?
- C. Are the applicable sales promotion methods being used in effective quantities?
- D. Is the present advertising program being checked for its effectiveness?
- E. Is the present sales volume consistent with the potential for the firm in this trading area? If not, how could it be increased?
- F. Do customers generally reflect a feeling of satisfaction in doing business with the firm?
- G. What is the firm's image in the community which it serves?
- H. How could it be improved if deficiencies are found?
- I. Is personal selling by employees consistent with the best practices?
- J. Do any suggestions seem apparent for improving sales promotion?

5. Seasonal Variations Checklist

- A. Does the firm have distinct variations in sales in different months and/or seasons of the year?
- B. Is the management using accepted methods of adjusting operating expenses to these variations?
- C. Is purchasing policy consistent with the noted variations?
- D. Would the addition of different lines of merchandise or different products help to even out the seasonal variations in sales?
- E. If seasonal variations are drastic, would it be better to close the business entirely for some period during the year?
- F. If a manufacturing firm, would it be more profitable to use the slack periods to build up inventory and to cut down factory overtime in the busy seasons?

6. Location Checklist

Retailers--Location

- A. Is the firm located in a high or a low-rent area? Should it be? Is the rent paid by the firm competitive?
- B. If in a low-rent area, and competing with firms in high-rent areas, how does it compensate in attracting customers?
- C. Is the location good from the standpoint of meeting competition?
- D. Is the total traffic in the area adequate?
- E. Do neighboring stores draw potential customers?
- F. Is there a parking problem for customers? Would it be worthwhile to pay for customer parking?
- G. Is the location good for development of sales via promotion?
- H. Is this location appropriate to the principles of location for convenience, shopping, and specialty stores?
- I. Is there a better site available in the area?
- J. Is the "going-home" side of the street or the "sunny-side" of the street important to this firm? Does it have this advantage?
- K. Do the community and general area suggest adequate payrolls, population trends, living habits, and attitudes to encourage firm development here?
- L. Are any other disadvantages of this location observed?

Wholesalers--Location

- A. Is the location economically accessible to its market?
- B. Are shipping costs in receiving inventory the lowest available? Would additional rail, truck, or air facilities improve efficiency and reduce costs?
- C. Do competitors have advantages in costs of delivery to customers due to better location?
- D. Do customers visit the store in person or call in orders by phone? If they visit, is the accessibility and customer convenience satisfactory?
- E. Does this location make possible the best layout of merchandise to expedite order filling and minimize labor costs?

Manufacturers--Location

- A. Should this type of manufacturer be close to its markets or to its raw materials? Is it?
- B. Do the factories at this location make possible the best use of the appropriate production layout?
- C. Is the location appropriate to hiring the types of labor required? Is adequate labor of the desired type available?
- D. Are utility costs consistent with those available at other potential locations?
- E. Are adequate shipping facilities available at competitive costs? Would additional competition by shippers be helpful?
- F. Are government attitudes and community facilities encouraging?
- G. Do alternative locations offer reduced costs or better profits? Why?

Service Firms--Location

- A. Is customer visitation an important part of the business? If so, are facilities for customer comfort adequate?
- B. Is the location consistent with the type of clientele sought and its habits in buying this service?
- C. Does the firm need a high-rent location? Is it in one?
- D. If efficient working conditions for employees are important, do they exist?
- E. Is the firm paying an expensive rental for space when most of its business comes via telephone? Is this necessary?
- F. Is drop-in business important? Does it exist in adequate quantity? Can it be developed by advertising?

RELATED SBA PUBLICATIONS

MA	2.002	"Locating or Relocating Your Business"
SMA	2.017	"Factors in Considering a Shopping Center Location"
SMA	2.020	"Business Plan for Retailers"
SMA	2.021	"Using a Traffic Study to Select a Retail Site"
SMA	2.023	"Using Census Data to Select a Store Site"
SMA	4.012	"Marketing Checklist for Small Retailers"
SMA	4.019	"Learning About Your Market"

7. Layout Checklist

Retailers--Layout

- A. Is the present layout encouraging to sales because it reflects buying habits of customers?
- B. Could it better reflect a good "selling machine"? How?
- C. Is merchandise attractively displayed?
- D. Is merchandise displayed to facilitate easy comparisons and easy examination?
- E. Is customer comfort properly provided to meet the particular shopping habits of the firm's customers?
- F. Are associated lines of merchandise displayed adjacently?
- G. Does the layout reflect maximum use of light, ventilation, and heat?
- H. Is maximum view of store space by customers, employees, and managers desirable?
- I. Are selling and non-selling activities properly separated?
- J. Are convenience, shopping, and specialty goods properly located in the floor plan?
- K. Does the image of the store reflect colors, fixtures, and displays which are compatible with the type of customers sought?

Wholesalers--Layout

- A. Does the layout make order filling easy?
- B. Are most popular lines of merchandise located adjacently?
- C. Is maximum use made of rolling equipment in filling orders?
- D. Do customers visit the firm often? If so, is the image proper?
- E. Are receiving doors convenient to inventory stocks? Are doors needed?
- F. Is the line of travel from merchandise collection for orders to location of loading deliveries direct?

- G. Are aisles wide enough for efficient operation?
- H. Can the height of merchandise stocks be reduced in the present space?

Manufacturers--Layout

- A. Does the firm now use a process or a product layout?
- B. Is maximum use made of the advantages of the present layout?
- C. Can the unproductive movement of raw materials, goods in process, or finished products be reduced?
- D. Are testing and quality-control stations located in the best spots on the production line? Should there be more quality-control locations?
- E. Are materials to be placed in production located close to the point of introduction into production?
- F. Are material-receiving areas located as close to store-rooms as possible?
- G. Are lunch areas, rest rooms, drinking fountains, and other employee areas located for maximum efficiency?

RELATED SBA REFERENCES

SMA	7.006	"Efficient Lighting for Small Stores"
SMA	4.016	"Signs and Your Business"
SBB	10	"Retailing"
SBB	79	"Small Store Planning and Design"

8. Recordkeeping Checklist

- A. Does the proprietor have monthly financial statements easily available?
- B. Does a complete accounting system exist?

The elements of a good accounting system are:

- (1) Business checking account
 - (2) Sales records
 - (3) Cash receipts
 - (4) Cash disbursements
 - (5) Accounts receivable
 - (6) Accounts payable
 - (7) Record of business assets
 - (8) Depreciation schedule
 - (9) Insurance records
 - (10) Employee compensation
 - (11) Inventory control
 - (12) Bank account reconciliation
 - (13) Petty cash
- C. Can the owner tell quickly the amounts owed by credit customers? (Is there an accounts receivable ledger of some kind?)
 - D. Can sales easily be broken down into departments, chief lines of merchandise, or special items?
 - E. Does the system in effect provide a means of telling the profitability of individual departments or lines of merchandise?
 - F. Do the monthly adjustments include properly the charges for depreciation, amortization, and new inventories?
 - G. What type of information, not now easily available, does an owner need?
 - H. Does the firm take advantage of purchase discounts? Do the records provide adequate notice of discount periods?
 - I. Do procedures include a regular aging of accounts receivable?

RELATED SBA PUBLICATIONS--RECORDKEEPING

MA	1.013	"Steps in Meeting Your Tax Obligations"
MA	1.014	"Getting the Facts for Income Tax Reporting"
MA	2.015	"Can You Use a Minicomputer?"
MA	7.002	"Association Services for Small Business"
SMA	1.010	"Accounting Services for Small Service Firms"
SMA	1.012	"Profit by Your Wholesalers' Service"
SMA	1.017	"Keeping Records in Small Business"
SMA	2.019	"Computers for Small Business--Service Bureau of Time Sharing"
SBB	10	"Retailing"
SBB	15	"Recordkeeping Systems--Small Store & Service Trade"
SBB	80	"Data Processing for Small Business"

9. Expense and Break-even Checklist

- A. Have fixed and variable expenses been thoroughly determined?
- B. Are there advantages to altering the present relationship of fixed and variable expenses? Is this possible?
- C. Has the firm produced a break-even point for annual operations?
- D. Has this point been reduced to monthly periods?
- E. Could the break-even point in sales be lowered? How?
- F. Can any fixed expenses be made variable in order to reduce risks?
- G. How would profits change with a ten (10) percent increase in sales?
- H. How would profits change with a ten (10) percent reduction in fixed expenses?
- I. Is the firm approaching 100 percent of capacity in its present quarters?
- J. Is the present percentage of capacity known? Can it be increased?
- K. Is each expense dollar providing a productive return to the firm?
- L. Can semivariable expenses be controlled any better?

10. Asset Adequacy Evaluation Checklist

- A. Does the firm lack any assets which would improve its capacity for service, its image, or its profitability?
- B. Are its store fixtures, offices, and/or machines modern? Would newer ones improve image, service, or profitability?
- C. Are present fixed assets consistent with the floor plan, available additional space, and customer comfort?
- D. Does the firm have the necessary capital to finance its own receivables? Should this be done?
- E. Do growth requirements of the immediate future suggest the need of any other current or fixed assets? If so, are plans satisfactory for their acquisition?
- F. Could the firm expand sales and profits with more assets in its present operation? How?

11. Purchasing & Inventory Control Checklist

- A. Are the proper sources of supply now being used?
- B. Is the firm taking advantage of all purchase discounts?
- C. How are minimum inventories and ordering points determined?
- D. Has the firm suffered from "stock-outs" of finished merchandise or raw materials?
- E. What is the record for the quality, service, and price of its present suppliers?
- F. How does the firm set its minimum ordering quantities?
- G. Has buying policy been guilty of buying too large quantities which were not justified by carrying costs?
- H. What is the cost of carrying inventories in stock until needed? Inventory cost includes such things as interest on inventory investment, handling cost, depreciation and obsolescence, taxes and insurance, storage or warehouse cost.
- I. Does the firm owner know what the best average inventory is and use it to guide purchasing policy?
- J. Could more effective purchasing contribute profits to the present results of operation? How?

12. Credit Policies Checklist

- A. Is the firm financially equipped to carry its own accounts receivable?
- B. What types of credit accounts are available to customers now?
- C. Should other types of accounts be made available?
- D. What is the cost of administering the present credit program?
- E. Would it be better for this firm at this time to discount all its receivables with a finance company or bank?
- F. Are credit card sales being collected efficiently? What is their cost?
- G. Should the firm issue its own credit cards?
- H. Does its credit policy reflect the fact that the company has both small and large credit sales?
- I. Has an aging of accounts receivable been made lately? What does it show?
- J. Has the write-off of bad debts been realistic, too low, or too high?
- K. If the firm sells to business firms, has a sales discount been offered? Should it be?
- L. Has the firm taken advantage of purchase discounts offered to it?
- M. Is the credit policy current and known to appropriate personnel?
- N. What is the accounts receivable turnover? Compare to historical data. (Ratio Analysis #10)

RELATED SBA REFERENCES

MS	1.007	"Credit and Collections"
SBB	10	"Retailing"
SBB	31	"Retail Credit and Collections"

13. Personnel Policies Checklist

- A. What has been the turnover of desirable employees?
- B. Are any outstanding reasons for resignations to be observed?
- C. Does the company provide training for new employees?
- D. Are company policies regarding personnel known to all new and old employees?
- E. Are there incentives in the personnel policy for employees to seek advancement?
- F. Does the policy reflect the generally agreed-upon objectives of all employees?
- G. Do opportunities exist for employees to work at different types of positions.
- H. Is the company image one that suggests this is a good firm to work with?
- I. Are pay scales and/or other advantages consistent with larger firms in the area?
- J. Is there any problem of employees being over-trained or under-trained?
- K. Are there any recommendations for changes in the present policies?

RELATED SBA PUBLICATIONS

MA	5.001	"Checklist for Developing a Training Program"
MA	4.003	"Measuring Sales Force Performance"
MA	3.001	"Delegating Work and Responsibility"
MA	5.002	"Setting Pay for Your Management Jobs"
MA	5.003	"Pointers on Preparing an Employee Handbook"
MA	5.004	"Points on Using Temporary Help Services"
MA	5.008	"Managing Employee Benefits"
MA	7.002	"Association Services for Small Business"
MA	5.006	"Setting up a Pay System"
SMA	4.014	"Improving Personal Selling in Small Retail Firms"
SMA	5.005	"Staffing Your Store"
SBB	10	"Retailing"
SBB	72	"Personnel Management"
SBB	86	"Training for Small Business"

14. Financial Condition Checklist (Note: see page for an explanation of how the various ratios are computed.)
- A. What is the relationship of assets and liabilities? (Ratio Analysis #1)
 - B. What is the relationship of current assets and current liabilities? (Current Ratio) (Ratio Analysis #2)
 - C. Are the current assets truly current?
 - D. Are the liabilities properly classified?
 - E. What is the working capital? Is it adequate?
 - F. What is the quick ratio? (Ratio Analysis #) ³
 - G. Is the firm trading on too thin an equity? (Ratio Analysis #4)
 - H. Does it have trouble paying its current bills? Why?
 - I. Have the accounts receivable been aged recently? What is the firm's policy on charging-off uncollectible accounts?
 - J. How much of current profits is going to pay for fixed assets?
 - K. Are any creditors withholding credit because of the company's debt-paying habits or is it other financial problems? (Ratio Analysis #10 and #11)
 - L. Does the firm need additional investment capital? Are other sources available?
 - M. Is the inventory turnover a cause of financial stress? Has it been reviewed for slow-moving merchandise lately? Are there other problems? (Ratio Analysis #8)
 - N. Is the gross margin consistent with that of comparable firms? If not, why not? (Ratio Analysis #~~10~~) / 6
 - O. Are operating expenses in line? If not, why not? (Ratio Analysis #~~10~~) / 5
 - P. Do company policies indicate that the financial condition will be improved? Why?
 - Q. Are other financial weaknesses apparent?
 - R. Note other appropriate ratio analyses as identified on pages

BUSINESS STATEMENT ANALYSIS



SECTION III

MANAGERIAL USES OF ACCOUNTING STATEMENT ANALYSIS AND RATIOS

By Dr. Howard Lysne, Moorhead State University, Moorhead, Minnesota

What are the objectives of good business management? A good manager should strive to--

1. Provide the public with dependable services and products at a fair cost.
2. Provide a livelihood for the employees of the business.
3. Be a good neighbor in the business community and contribute to the betterment of the community.
4. Maximize profits from the resources or assets available
(This is one of the most important objectives and the one on which success or failure will be judged.)

What is good business management? "It is the art of making decisions in planning, coordinating, controlling and directing a profitable business through one's own effort and the efforts of the employees.

The business manager must make decisions and solve problems. To help do this, information and facts are needed. No longer can a manager afford to make decisions based on hunches or intuition.

Accounting is often called the "language of business." This is because business facts and events are collected, classified, and reported in accordance with accounting principles and procedures, and in accounting terms. Accounting enables companies and governmental agencies to summarize and report in an understandable fashion a huge number of transactions.

Today a business must do some accounting whether it wants to or not. Think of the numerous federal and state laws requiring information from the business

1. State and federal income tax laws. (Must determine profit to pay taxes.)
2. Payroll taxes. (FICA, Unemployment, Workmen's Compensation, etc.)
3. Fair labor standards act. (Overtime provision and minimum wage.)
4. State sales tax data.

However, because we are forced to do accounting, this should not be our primary reason for doing it. We should do it because of the information it can give us in managing our business. Accounting should be thought of as a "tool for the manager." Accounting does provide information--

1. For various federal, state and local governmental agencies.
2. For creditors.
3. For present and prospective owners.
4. For managers for the improvement of their business.

In order to better manage our business, we should get three basic types of information or reports from our accounting records.

1. Historical reports--these we should analyze.
2. Future performance reports--budgets.
3. Current performance reports--controlling.

ANALYZING FINANCIAL STATEMENTS

We should spend some time analyzing these statements so that we can evaluate past results. We should try and determine weaknesses in the business and try to improve them in the future. Our analysis can indicate areas to check on in the current operation. We should look for the following when we make our analysis:

1. Are we growing?
2. How is our liquidity?
3. How is our equity?
4. How is our activity?
5. How are our operating expenses?
6. How are our earnings?

Regarding Statement Analysis

1. Statements must be reliable or no use to analyze.
2. Statements may have to be restated for analysis purposes.
3. In analyzing statements, make use of comparative statement analysis. Compare the current statements with--
 - a. past year's statement
 - b. the budget
 - c. the industry as a whole
4. Ratio analysis can be helpful in reducing large dollar amounts to more understandable terms.
5. Ratio expresses a relationship between two items--may be expressed as a ratio, times or percent.
6. Ratio analysis can call attention--early--to things that should be looked into and corrected.
7. Select ratios best suited to your business--many can be computed--not all needed.
8. Select ratios for which you can get industry comparisons.

9. Should have a good method for comparison of ratios from one period to the next--trends of ratios probably more significant than single measurements.
10. Ratio and comparative statement analysis is just another tool for the manager. Must be used with caution--non-financial factors may be just as important. Some businesses may be good but have poor ratios or vice versa.

Note: Refer to pages 33 to 36 for examples of financial statements and ratios.

Each of the Percentages and Ratios Can be Used in Four Ways:

1. To show the relationship existing at a specific time.
2. To compare with relationship in prior years.
3. To study the trend of each of these relationships.
4. To compare with comparable external data (national averages).

Formulas for the Ratios: (A Ratio is a relationship between 2 items)

1. Working Capital = Current Assets - Current Liabilities. (Gives the amount of Working Capital.)

2. Current Ratio = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$

(Tells how many dollars in Current Assets to pay each dollar of Current Liabilities.)

3. Acid Test or Quick Ratio = $\frac{\text{Cash} + \text{Receivables} + \text{Mkt. Sec.}}{\text{Current Liabilities}}$

(Tells how many dollars in cash or near cash to pay each dollar of Current Liabilities.)

4. Total Debt to Total Assets = $\frac{\text{Total Liabilities}}{\text{Total Assets}}$

(Gives the percentage of the business owned by creditors. Debt Ratio.)

5. Net Worth to Total Assets = $\frac{\text{Total Capital}}{\text{Total Assets}}$

(Gives the percentage of the business owned by the owner or owners. Equity Ratio.)

6. Net Worth to Total Debt = $\frac{\text{Total Capital}}{\text{Total Liabilities}}$

(Tells how many dollars in equity are invested compared to each dollar of debt. Considered to be some measure of safety for creditors.)

7. Net Sales to Total Assets = $\frac{\text{Net Sales}}{\text{Total Assets}}$

(Ability of firm to generate sales in relation to total assets.)

8. Merchandise Turnover = $\frac{\text{Cost of Goods Sold}}{\text{Average Inventory (Cost)}}$

(Indicates the number of times the inventory is purchased and sold during the period.)

9. Day's Sales in Inventory = $\frac{365}{\text{Merchandise Turnover}}$

(Indicates the average number of days it takes to dispose of the inventory.)

10. Accounts Receivable Turnover = $\frac{\text{Annual Credit Sales}}{\text{Average Accounts Receivable}}$

(Indicates the number of times the Average Receivables collected during the year.)

11. Average Collection Period = $\frac{365}{\text{Accounts Receivable Turnover}}$

(Gives average number of days sales are uncollected.)

12. Accounts Payable Turnover = $\frac{\text{Annual Credit Purchase Merchandise}}{\text{Average (Trade Accounts Payable)}}$

(Indicates the number of times average Accounts Payable paid during year.)

13. Average Payment Period = $\frac{365}{\text{Accounts Payable Turnover}}$
(Gives average number of days purchases are unpaid.)
14. Selling Expenses to Sales = $\frac{\text{Selling Expense}}{\text{Sales}}$
(Gives amount of % of sales dollar taken for selling expenses.)
15. Operating Expenses to Sales = $\frac{\text{Total Operating Expenses}}{\text{Sales}}$
(Gives the amount of % of sales dollar taken for operating expenses.)
16. Gross Profit to Sales = $\frac{\text{Gross Profit}}{\text{Sales}}$
(Tells how many cents out of every sales dollar is available to pay expenses and contribute to profits.)
17. Net Income to Sales = $\frac{\text{Net Income}}{\text{Sales}}$
(Amount or % of Net Income per dollar of Sales.)
18. Net Income to Net Worth = $\frac{\text{Net Income}}{\text{Total Assets}}$
(Amount of % of Net Income per dollar of investment.)
19. Net Profit to Total Assets = $\frac{\text{Net Income}}{\text{Total Assets}}$
(Amount or % of net income per dollar of investment in Assets.)
20. Earnings Per Share = $\frac{\text{Net Income (After Taxes)}}{\text{No. of Shares of Stock}}$
(Amount earned per share of stock. Subtract preferred dividends from net income.)
21. Price-Earnings Ratio = $\frac{\text{Earnings Per Share}}{\text{Current Market Price Per Share}}$
(Number of times market price is for earnings for the year.)

On the following pages are examples of how ratios are computed. You may wish to refer to the reports on pages to further understand how ratios may be computed from various statements and reports.

RETAILERS - HARDWARE
SIC# 6251

Current Data					Comparative Historical Data					
73(6/30-9/30/80)		188(10/1/80-3/31/81)			ALL	6/30/76 3/31/77	6/30/77 3/31/78	6/30/78 3/31/79	6/30/79 3/31/80	6/30/80 3/31/81
0.17MM	1.10MM	10.00MM	50.100MM	201	ALL	ALL	ALL	ALL	ALL	
195	82	3	1	201	206	212	238	258	261	
%	%	%	%	%	%	%	%	%	%	
4.2	8.0			4.6	5.6	6.2	5.7	5.2	4.8	
12.9	19.3			14.5	17.3	18.1	14.7	14.2	14.5	
58.6	47.9			55.9	54.7	51.4	53.7	56.3	55.8	
1.4	1.5			1.4	1.2	2.1	1.4	1.1	1.4	
77.1	74.8			76.4	78.9	75.8	75.5	76.7	76.4	
15.1	18.5			15.5	14.5	17.6	16.3	15.8	15.8	
7	9			8	8	1.1	9	9	8	
7.1	7.8			7.3	5.8	5.8	7.3	8.9	7.3	
100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	
87	108			94	98	87	94	101	94	
4.2	1.8			3.8	2.8	2.9	2.9	2.9	3.8	
16.5	16.2			16.3	18.4	15.3	14.8	15.8	16.3	
3.7	6.2			4.3	4.8	4.6	5.0	4.8	4.3	
3.9	2.4			3.5	4.3	3.8	3.7	3.6	3.5	
36.9	37.1			36.9	38.0	35.0	35.8	37.0	36.9	
20.6	13.7			18.9	13.3	15.6	18.0	20.3	18.9	
2.9	1.2			2.5	2.0	1.2	1.1	1.7	2.5	
39.7	48.0			41.7	48.8	48.1	45.0	41.0	41.7	
100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	
100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	
65.9	69.6			69.8	66.4	66.5	66.2	67.0	66.8	
14.2	30.4			33.2	33.8	33.5	33.8	33.0	33.2	
30.0	27.0			29.2	28.8	29.8	29.6	29.3	29.2	
4.2	3.3			4.0	5.0	3.7	4.2	3.7	4.0	
5	5			5	6	2	1	4	5	
3.7	2.8			3.4	4.4	3.5	4.1	3.3	3.4	
12	27			31	32	3.4	3.4	3.0	3.1	
2.3	2.0			2.2	2.2	2.3	2.3	2.3	2.2	
1.6	1.5			1.6	1.7	1.7	1.6	1.6	1.8	
8	10			8	10	10	9	8	8	
(104)	4			(260)	8	7	5	5	(280)	
2	4			3	3	3	3	3	3	
43.5	11	37.8		9	11	11	10	8	9	
13	21.8	31	11.6	19	24	22	18.5	18	20.8	
132	42	87		34	39	37	39	34	10.8	
114	32	85	4.3	88	84	88	41	91	40	
153	23	107	3.4	130	130	128	29	135	27	
215	17	140	2.6	182	183	174	21	183	20	
3.6	4.1			3.6	3.7	3.7	4.0	3.3	3.6	
5.5	7.0			5.6	5.4	5.5	5.5	5.7	5.6	
7.4	10.6			9.1	8.5	9.0	8.8	8.5	9.1	
6.2	6.0			6.0	12.0	10.6	9.3	7.7	6.0	
(173)	2.8	(53)	2.5	(229)	4.7	(175)	4.0	(200)	4.2	
1.4	1.3			1.4	2.4	2.1	2.1	1.5	1.4	
3.0	4.7			4.0	5.8	5.5	5.8	4.9	4.0	
(51)	1.4	(36)	2.0	(103)	(60)	2.1	(70)	2.3	(65)	
4	7			4	9	10	9	9	4	
1	2			1	1	1	1	1	1	
3	3			3	2	3	3	3	3	
9	6			7	5	7	7	7	7	
8	6			8	5	6	7	7	8	
1.4	1.4			1.4	1.1	1.2	1.3	1.5	1.4	
3.3	2.0			2.7	2.2	2.4	2.3	3.0	2.7	
32.0	24.4			29.9	32.1	31.4	34.6	32.7	29.8	
(185)	17.2	13.6		(251)	(199)	10.2	(208)	10.3	(233)	
5.7	3.8			6.5	9.3	7.8	10.2	6.3	5.5	
12.9	11.5			12.5	14.7	14.4	15.3	13.4	12.5	
6.0	6.2			6.0	8.5	8.0	8.5	7.5	6.0	
1.5	1.9			1.7	3.5	2.9	3.2	2.2	1.7	
48.4	41.5			43.5	54.3	42.3	43.7	43.0	43.5	
22.8	18.6			22.0	26.5	20.1	20.8	20.4	22.0	
10.8	8.3			9.5	10.3	8.2	9.0	9.5	9.5	
2.8	2.9			2.8	2.6	2.8	2.8	2.8	2.8	
2.1	2.3			2.1	2.2	2.2	2.2	2.3	2.1	
1.7	1.7			1.7	1.7	1.8	1.8	1.7	1.7	
6	5			6	(185)	5	5	5	8	
(183)	9	(61)		(248)	13	13	14	14	9	
1.5	1.5			1.5	1.3	1.6	1.4	1.5	1.5	
1.5	3			1.0	10	7	10	8	10	
(148)	2.7	(45)	1.3	(192)	(151)	2.2	(140)	1.8	(177)	
4.9	2.4			4.1	3.7	3.3	3.9	4.0	4.1	
3.7	2.0			3.2	3.4	3.2	2.0	3.0	3.2	
(125)	5.3	(20)	2.8	(154)	(118)	5.1	(121)	5.0	(149)	
8.2	4.3			7.7	8.6	8.2	7.7	7.3	7.7	
183750M	328702M	118440M	151785M	782657M	708922M	426821M	453200M	657207M	782657M	
77952M	140498M	71874M	80083M	380187M	287247M	185884M	226100M	289787M	380187M	

M = \$thousand MM = \$million

See Pages 1 through 11 for Explanation of Ratios and Data

RATIOS AND OTHER MEASUREMENTS FOR THE DOE HARDWARE COMPANY

<u>Analysis</u>	<u>Ratios and Other Measurements</u>	<u>Last Year</u>	<u>This Year</u>	<u>Industry</u>
1. Are we growing?	Total Assets	41,000	46,500	
	Total Liabilities	22,000	23,800	
	Total Net Worth	19,000	22,700	
	Book Value Per Share			
	Total Sales	80,000	100,000	
	Net Income (B.T. or A.T.)	(1,550)	950	
2. How is our liquidity?	# of Employees			
	Working Capital	16,400	20,000	
	Current Ratio	2.09 to 1	2.19 to 1	2.2 to 1
	Quick Ratio	.49 to 1	.67 to 1	
3. How is our equity?	Statement of Application of Funds			
	Total Debt to Total Assets	.54	.51	.58
	Net Worth to Total Assets	.46	.49	.42
	Net Worth to Total Debt	.86 to 1	.95 to 1	.72 to 1
	Total Debt to Net Worth	1.16 to 1	1.05 to 1	1.38 to 1
How is our activity?	Total Asset Turnover	1.95	2.04	2.1
	Merchandise Turnover	2.35	2.82	2.6
	Day's Sales in Inventory	155	129	140
	Accounts Receivable Turnover	11.11	12.53	11.48
	Average Collection Period	33	29	31
	Accounts Payable Turnover	6.04	6.50	8.90
	Average Payable Period	60	56	41
5. How are our operating expenses?	Selling Expenses to Net Sales	19.9	19.4	18.8
	Administrative Exp. to Net Sales	12.0	11.2	11.6
	Operating Expenses to Net Sales	31.9	30.6	30.4
	Selected Expenses to Net Sales (Employee Sal, Owner Salary, Advertising, Rent, etc.)			
	Number of Times Interest Earned	0.0	2.27	
6. How are our earnings?	Gross Profit to Net Sales (Margin)	.30	.315	.325
	Net Income to Net Sales	(1.93)	.95	2.10
	Net Income to Net Worth	(.08)	.042	.045
	Net Income to Total Assets	(.038)	.02	.027
	Earnings Per Share			
7. Break-Even Point		63,167	72,222	

As we make this analysis, we should note weaknesses that need correction and then the actions we should take to remedy these weaknesses.

DOE HARDWARE COMPANY
Statement of Application of Funds
For Year Ended December 31, 19-B

Funds were provided by:

Operations:

Net income per income statement	\$ 950		
Add: Depreciation of Delivery Equipment	\$600		
Depreciation of Furniture & Fixtures	700		
Depreciation of Leasehold Improv.	<u>400</u>	<u>1,700</u>	\$2,650
By Additional Investment by John Doe			<u>2,750</u>
Total Funds Provided			\$5,400

Funds were applied to:

Purchase of Furniture & Fixtures	\$1,000		
Leasehold Improvements	<u>800</u>		<u>1,800</u>
Increase in Working Capital			<u>\$3,600</u>

The increase in Working Capital is Accounted For as follows:

Working Capital Items	Dec. 31 Year A	Dec. 31 Year B	Working Capital Increase	Decrease
Current Assets:				
Cash	200	2,500	2,300	
Accounts Receivable	7,200	8,750	1,550	
Merchandise Inventory	23,600	25,000	1,400	
Prepaid Expenses	<u>400</u>	<u>550</u>	150	
Total Current Assets	<u>31,400</u>	<u>36,800</u>		
Current Liabilities:				
Notes Payable (Bank)	4,200	4,000	200	
Accounts Payable (Trade)	9,200	11,000		1,800
Other Payables	<u>1,600</u>	<u>1,800</u>		200
Total Current Liabilities	<u>15,000</u>	<u>16,800</u>		
Total Working Capital (Increases-Decreases)	16,400	20,000	5,600	2,000
Increases in Working Capital	<u>3,600</u>	<u>20,000</u>	<u>5,600</u>	<u>3,600</u>
	<u>20,000</u>	<u>20,000</u>	<u>5,600</u>	<u>5,600</u>

54

DOE HARDWARE COMPANY
Comparative Balance Sheet
December 31, 19-A & 19-B

<u>ASSETS</u>	<u>Year A</u>	<u>%</u>	<u>Year B</u>	<u>%</u>	<u>Industry</u>	<u>Increase or (Decrease)</u>
Current Assets:						
Cash	200	.49	2,500	5.37	5.42	2,300
Accounts Receivable (Net)	7,200	17.56	8,750	18.82	17.188	1,550
Merchandise Inventory	23,600	57.56	25,000	53.78	51.30	1,400
Prepaid Expenses	400	.98	550	1.17	.74	150
Total Current Assets	<u>31,400</u>	<u>76.50</u>	<u>36,800</u>	<u>79.14</u>	<u>74.64</u>	<u>5,400</u>
Fixed Assets:						
Furniture & Fixtures	6,000		7,000			
Less: Accum. Depr.	<u>1,200</u>	4.80	<u>1,900</u>	5.10	10.97	300
Delivery Equipment	3,000		3,000			
Less: Accum. Depr.	<u>600</u>	2.40	<u>1,200</u>	1.80	3.87	(600)
Leasehold Improvements	3,000		3,800			
Less: Accum. Depr.	<u>600</u>	2.40	<u>1,000</u>	2.80	6.02	400
Total Fixed Assets	<u>9,600</u>	<u>23.41</u>	<u>9,700</u>	<u>20.86</u>	<u>25.36</u>	<u>100</u>
Total Assets	<u>41,000</u>	<u>100.00</u>	<u>46,500</u>	<u>100.00</u>	<u>100.00</u>	<u>5,500</u>
LIABILITIES						
Current Liabilities:						
Notes Payable (Bank)	4,200	10.24	4,000	8.60	7.42	(200)
Accounts Payable (Trade)	9,200	22.44	11,000	23.66	15.29	1,800
Other Payables	<u>1,600</u>	3.90	<u>1,800</u>	3.87	6.48	200
Total Current Liabilities	15,000	36.59	16,800	36.13	29.19	1,800
Long Term Debt:						
Mortgage Payable	<u>7,000</u>	17.07	<u>7,000</u>	15.05	10.47	-0-
Total Liabilities	<u>22,000</u>	<u>53.66</u>	<u>23,800</u>	<u>51.18</u>	<u>39.66</u>	<u>1,800</u>
CAPITAL						
John Doe, Capital, 1-1	20,550		19,000			
Add: Additional Investment			2,750			
Net Profit			950			
Deduct: Net Loss	<u>1,550</u>					
John Doe, Capital 12-31	<u>19,000</u>	<u>46.34</u>	<u>22,700</u>	<u>48.82</u>	<u>60.34</u>	<u>3,700</u>
Total Liabilities and Capital	<u>41,000</u>	<u>100.00</u>	<u>46,500</u>	<u>100.00</u>	<u>100.00</u>	<u>5,500</u>

55

56

DOE HARDWARE COMPANY
COMPARATIVE INCOME STATEMENT
For Years Ended December 31, 19-A and 19-B

	<u>Year A</u>	<u>%</u>	<u>Budget Year B</u>	<u>Year B</u>	<u>%</u>	<u>Industry</u>
	80,000	100.00	95,000	100,000	100.00	100.00
SALES (Net)						
COST OF GOODS SOLD:						
Beginning Inventory	24,000		23,000	23,600		
Purchases (Net)	55,600		65,600	69,900		
Mdse. Avail. for Sale	79,600		88,600	93,500		
Less: Ending Inventory	23,600		24,000	25,000		
Cost of Goods Sold	<u>56,000</u>	<u>70.00</u>	<u>64,600</u>	<u>68,500</u>	<u>68.50</u>	<u>67.50</u>
GROSS PROFIT (Margin)	24,000	30.00	30,400	31,500	31.50	32.50
OPERATING EXPENSES:						
Salary (Owner)	6,600	8.25	7,600	7,800	7.80	9.00
Salaries (Other)	7,620	9.52	9,000	9,520	9.52	10.50
Payroll Taxes	300	.48	450	480	.48	.50
Rent	3,600	4.50	3,600	3,600	3.60	3.45
Heat, Lights & Water	1,200	1.50	1,200	1,300	1.30	.95
Advertising	800	1.00	1,250	1,600	1.60	1.45
Property Taxes	800	1.00	800	350	.85	.80
Interest	750	.94	750	750	.75	.05
Insurance	640	.80	700	750	.75	.85
Delivery Expense	640	.80	700	800	.80	.50
Depr. on Delivery Equip.	600	.75	600	600	.60	.20
Depr. on Furn. & Fixtures	600	.75	600	700	.70	.60
Depr. on Leasehold Improv.	300	.38	300	400	.40	.00
Store and Office Supplies	500	.62	600	700	.70	.80
Loss on Bad Debts	300	.38	350	350	.35	.35
Miscellaneous Expenses	220	.25	250	350	.35	.60
Total Operating Expenses	<u>25,550</u>	<u>31.93</u>	<u>28,750</u>	<u>30,550</u>	<u>30.55</u>	<u>30.40</u>
NET PROFIT (Loss)	<u>(1,550)</u>	<u>(1.93)</u>	<u>1,650</u>	<u>950</u>	<u>.95</u>	<u>2.10</u>

-36-

BREAKEVEN ANALYSIS²

The breakeven point refers to that volume where the money received for total sales or rentals equals the total costs. From the viewpoint of any small business, this is a crucial state: You have neither made nor lost money, but all of your costs for the period will be covered. After you determine where the breakeven point is, you can get reasonably correct answers to such questions as:

- If you change selling price, what happens to profits?
- If you reduce costs or expenses, how much more profit will you earn?
- At a given sales volume, what will the profit be?
- If you intend to earn a certain dollar profit, how much will you have to sell or rent to achieve your goal?
- What will happen to profit if you:

Hire another employee?
 Start using cheaper raw materials?
 Buy a more efficient machine?
 Discharge a key official?
 Grant a general wage increase?

Think of the managerial implications of being able to answer such questions! Remember, however, that determination of the breakeven point will only be approximately accurate because it will be based largely on past performance figures.

The financial breakeven analysis can be determined mathematically or by graphs. First, it is necessary to determine the profit/loss at any given volume of sales. Second, it requires classification of costs into fixed and variable costs (see attached for examples).

Determining Breakeven by Mathematical Means

Several exhibits are used to illustrate the mathematical approach.

1. Breakeven Point (attached).
2. Sales Volume to Earn a Predetermined Rate of Profit (attached).
3. Sales Volume to Offset a 5% Reduction in Sales Price (attached).
4. Feasibility Opening for Breakfast.
5. Feasibility Buying a Pasta Machine.

Determining Breakeven by Use of Graphs

A breakeven chart is a graphic presentation of the relation between sales and expenses for all volumes of sales or percentages of

²Tweedie, William A., SBM Instructor, Lane Community College, Eugene, Oregon, "Breakeven Analysis," Talk at National SBM Conference, Cincinnati, Ohio, June 23, 1981.

capacity for a given firm. Very few small firm owners have not heard of the concept and even understand generally what a breakeven point is. Yet very few actually use a breakeven chart in the decision making for their firm. The main reasons for this fact seem to be misconceptions as to the time involved in preparing a breakeven chart and lack of knowledge of its full value. Once a good breakeven chart has been made and explained to small firm proprietors, they soon see its value and use it in daily decision making.

A good breakeven chart is valuable to management decisions in budget making, pricing policy, expense control and expansion plans, among other things. It shows much more than the sales volume necessary to cover all expenses--the point of no profit or loss. It demonstrates the effects of the degree of variability in expenses and the consequences of fixed expenses. For most benefits it should have four lines drawn on its grid--sales, total expenses, variable expenses and fixed expenses.

A class project is suggested to illustrate how the breakeven chart is prepared and how it can be used. A blank breakeven chart is handed out for the XYZ Company (see attached) and the students are asked to prepare a breakeven chart based on the following information:

At sales volume of \$140,000, fixed costs are \$40,000 and variable costs are \$80,000.

Students are asked to determine the following:

1. Breakeven point.
2. Profit @ \$140,000 sales volume.
3. Profit @ \$120,000 sales volume.

Reference is made to the completed chart for the XYZ Company (see attached).

Several exhibits are used to illustrate the graphic approach.

1. Breakeven Point Lowered by Reducing Fixed Costs (attached).
2. Breakeven Point Revised Due to Increased Costs, Despite Reduced Variable Costs (attached).

NOTE: The following charts may be used as transparency masters for group training sessions.

PROFIT / LOSS AT ANY GIVEN
VOLUME OF SALES

SALES x PROFIT VOLUME RATIO - FIXED COST = PROFIT
(1 - VARIABLE COST AS % SALES)

EX.

SALES	\$ 106,250
PROFIT VOLUME RATIO	<u>x .32</u>
CONTRIBUTION (GROSS MARGIN OR GROSS PROFIT)	\$ 34,000
LESS FIXED COSTS	<u>24,000</u>
PROFIT	\$ 10,000

ABC TOOLCRAFT CO.
 FIXED AND VARIABLE-COST ANALYSIS
 YEAR ENDING JUNE 30, 1981
 (ESTIMATED SALES FOR YEAR \$69,000)

<u>DESCRIPTION</u>	<u>AMT. OF FIXED COST</u>	<u>AMT. OF VARIABLE COST</u>	<u>VARIABLE COST AS A % OF \$69,000 SALES</u>
RAW MATERIAL PLACED IN PRODUCTION	--	\$ 2,900	4.0%
DIRECT LABOR	--	29,500	43.0%
INDIRECT LABOR	\$ 130	120	0.2%
FACTORY MAINTENANCE	65	60	0.1%
HEAT, LIGHT & POWER	550	425	1.0%
PROPERTY TAXES	270	--	--
DEPRECIATION, FACTORY EQUIP.	820	--	--
DEPRECIATION, BUILDINGS	80	--	--
FACTORY SUPPLIES EXPENSES	25	50)	
INSURANCE EXPENSES	75	--)	0.1%
MISC. PRODUCTION EXPENSES	5	20)	
SALES BONUS	--	2,300	3.0%
ADVERTISING EXPENSES	25	375	1.0%
MISC. SELLING EXPENSES	435	65	0.1%
OFFICER'S SALARY	15,400	--	--
OFFICE SALARIES	17,575	--	--
DEPRECIATION, OFFICE EQUIP.	700	--	--
BAD-DEBTS EXPENSES	150	--	--
MISC. OFFICE EXPENSES	<u>25</u>	<u>--</u>	<u>--</u>
TOTALS	\$36,330	\$35,815	52.5%

BREAKEVEN POINT

$$\text{BREAKEVEN POINT} = \frac{\text{FIXED COST TOTAL}}{100\% - \text{VARIABLE COST AS \% SALES}}$$

SALES VOLUME TO EARN A
PREDETERMINED RATE OF PROFIT

$$\text{REQUIRED SALES VOLUME} = \frac{\text{FIXED COST} + \text{PROFIT}}{100\% - \text{VARIABLE COST AS \% SALES}}$$

64

SALES VOLUME TO OFFSET A 5% REDUCTION
IN SALES PRICE WITHOUT REDUCING PROFIT

STEP 1. CALCULATE PRESENT OPERATING PROFIT

SALES x PROFIT VOLUME RATE - FIXED COSTS = PROFIT

EX. \$106,250 x .32 - \$24,000 = \$10,000

STEP 2. ADJUST FOR 5% REDUCTION IN SELLING PRICE

REQUIRED SALES VOLUME = $\frac{\text{DESIRED PROFIT} + \text{FIXED COSTS}}{1 - (\frac{\text{PRESENT VARIABLE COST PERCENTAGE}}{1 - \text{PROPOSED REDUCTION (\%)})}$

EX.

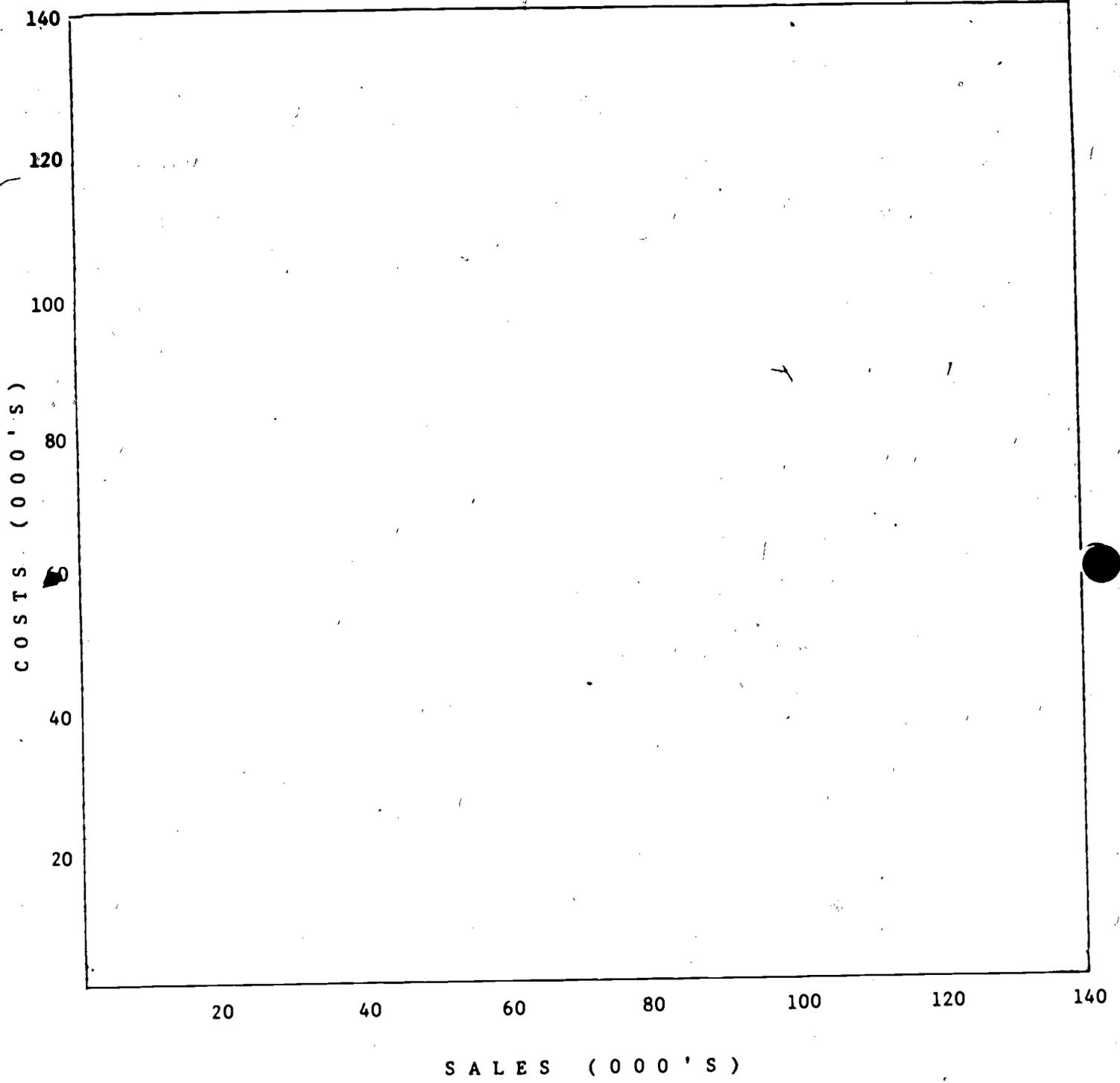
REQUIRED SALES VOLUME = $\frac{\$10,000 + \$24,000}{1 - (\frac{.68}{1 - 5\%})}$

= $\frac{\$34,000}{.716}$ (OR .284)

= \$119,718

BREAKEVEN CHART

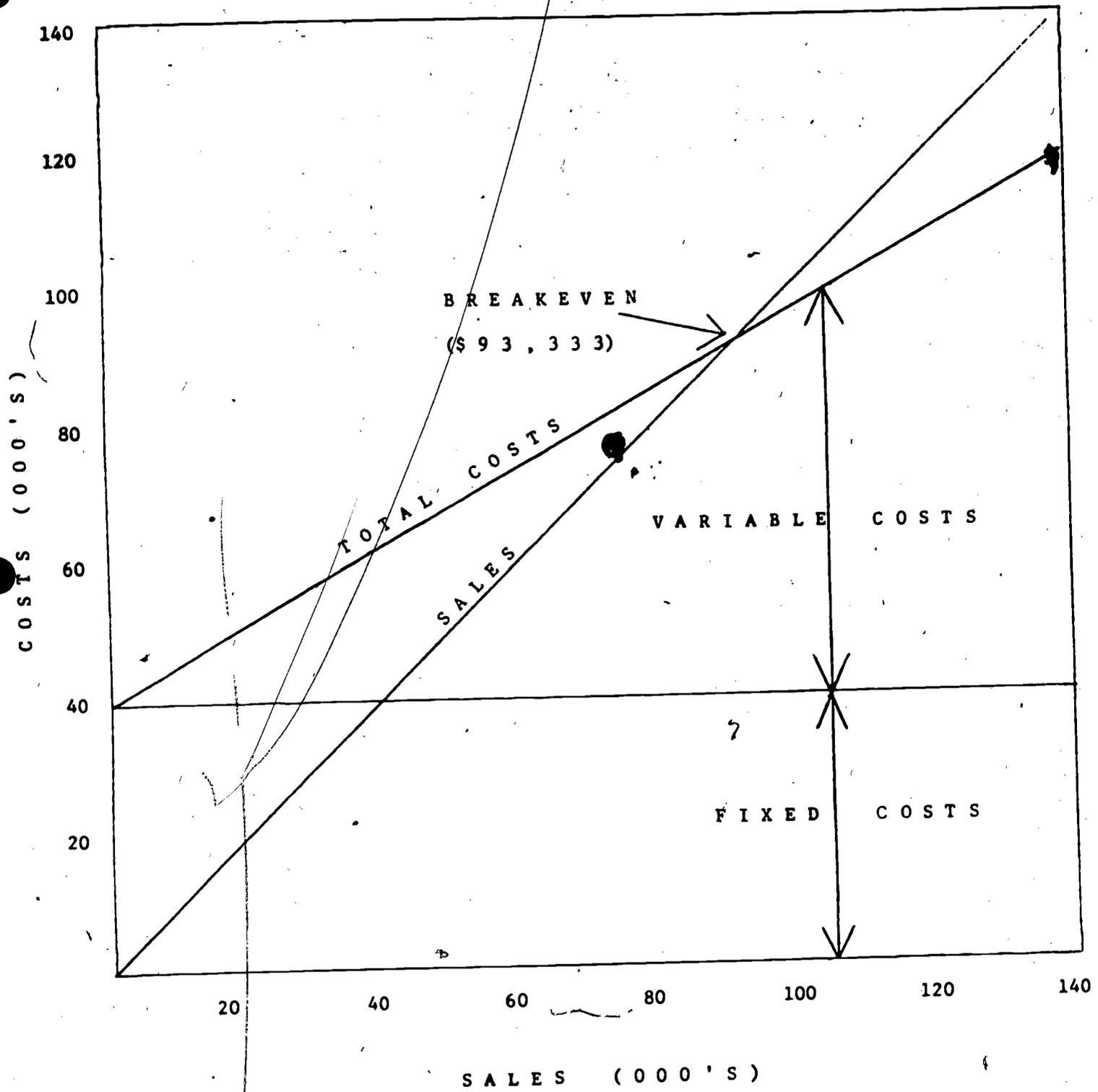
XYZ COMPANY



66

BREAKEVEN CHART

XYZ COMPANY



HOW A BUSINESSPERSON MANAGES CASH

How a businessman manages his cash is critical to the success or failure of a business. Efficient cash management enables the owner to fuel the company to keep it running smoothly.

Cash Flow Management is basically the same process as family budgeting. It is the process of:

1. Planning Business Revenues and Incomes
2. Planning Disbursements

Cash Flow Management is a necessary tool through which the proper balance between a healthy cash position and maximum profits can be achieved. Basically cash management involves three elements:

1. Planning Essential Cash Supply
2. Controlling Cash Flow
3. Investing Surplus Cash

The small business operator who can coordinate these three interlocking functions takes a giant step toward financial stability and "KEEPS THE WOLF FROM THE DOOR."

Cash vs. Profits

Cash and Profits are not the same thing.

Cash is the money that flows through the business in a circular fashion.

Profits only indicate how effectively the firm is being managed through the net increase over a period of time in cash, funds, or capital cycled through the business.

CASH MANAGEMENT/CASH FLOW TOOLS

Cash Flow Worksheet

Managers should use all tools available to keep abreast of cash flow and current cash position. One of the best of these tools is the cash flow chart or worksheet. It is designed to estimate future cash receipts, outlays, and balances, and then compare actual results with the estimate at the end of each month of operations. Careful preparation and use of the chart provides a schedule of cash flow and a ready device for ascertaining if the schedule is being met.

If cash shortages are anticipated, arrangements can be made to meet these shortages. Periods needing expanded credit from the bank, for example, can be anticipated and planned for. If surplus funds are anticipated, arrangements can be made for profitably investing such funds. An estimated cash balance and an actual cash balance at the end of each month is provided.

The cash flow chart provides two columns for each month. One is the planned or estimated cash receipts, outlays, and balances. The second column provides for inserting at the end of each month the actual receipts, outlays, and balances. Disparities between the estimated and actual amounts merit close attention. Adverse trends can be detected early and management decisions can be influenced by studying the results.

The estimated column should preferably be completed for a quarter or a year in advance. Great care should be exercised in completing the estimates in each area. Many discrepancies between estimates and actual results are caused by failure to recognize lags in collecting accounts receivable and by failure to recognize all cash outlays.

It should be emphasized that we are dealing here only with actual cash flow. Credit sales are not cash receipts. Payments received against accounts receivable are. Bank loans represent cash received. Repayment of such loans are anticipated as a cash outlay. Starting from cash on hand at the beginning of the month, we add all cash received to find cash available during the month. From this amount all cash paid out is deducted to arrive at cash position at the end of the month.

Improving cash position by ignoring liabilities and purchase discounts is not to be recommended. When all liabilities are paid as due and cash flow shows a healthy cash position, the firm has a healthy all-around condition.

the bank, for example, can be anticipated and planned for. If surplus funds are anticipated, arrangements can be made for profitably investing such funds. An estimated cash balance and an actual cash balance at the end of each month is provided.

The cash flow chart provides two columns for each month. One is the planned or estimated cash receipts, outlays, and balances. The second column provides for inserting at the end of each month the actual receipts, outlays, and balances. Disparities between the estimated and actual amounts merit close attention. Adverse trends can be detected early and management decisions can be influenced by studying the results.

The estimated columns should preferably be completed for a quarter or a year in advance. Great care should be exercised in completing the estimates in each area. Many discrepancies between estimates and actual results are caused by failure to recognize lags in collecting accounts receivable and by failure to recognize all cash outlays.

It should be emphasized that we are dealing here only with actual cash flow. Credit sales are not cash receipts. Payments received against accounts receivable are. Bank loans represent cash received. Repayment of such loans are anticipated as a cash outlay. Starting from cash on hand at the beginning of the month, we add all cash received to find cash available during the month. From this amount all cash paid out is deducted to arrive at cash position at the end of the month.

Improving cash position by ignoring liabilities and purchase discounts is not to be recommended. When all liabilities are paid as due and cash flow shows a healthy cash position, the firm has a healthy all-around condition.

TWELVE MONTH CASH FLOW STATEMENT

19

	January		February		March		April		May		June		6 Months	
	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual
1. Cash on Hand, 1st of month														
2. Cash Receipts During Month														
A. Cash Sales														
B. Payments on Accounts Receivables														
C. Bank Loans														
D. Other Sources														
3. Total Cash Receipts														
4. Cash Available During Month														
5. Cash Outlays for Month														
A. Merchandise														
B. Wages & Salaries														
C. Payroll Expenses														
D. Rent														
E. Utilities														
F. Insurance														
G. Interest														
H. Repairs & Maint.														
I. Advertising														
J. Supplies														
K. Delivery Expenses														
L. Taxes														
M. Misc. Expenses														
N.														
O.														
P.														
Total Mdse. & Opr. Exp.														
Loan Repayments														
Withdrawals														
Equipment Purchases														
6. Total Cash Paid Out														
7. Cash Balance End of Month														

-49-

TWELVE MONTH CASH FLOW STATEMENT

	July		August		September		October		November		December		Yearly Total	
	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual
1. Cash on Hand, 1st of month														
2. Cash Receipts During Month														
A. Cash Sales														
B. Payments on Accounts Receivables														
C. Bank Loans														
D. Other Sources														
3. Total Cash Receipts														
4. Cash Available During Month														
5. Cash Outlays for Month														
A. Merchandise														
B. Wages & Salaries														
C. Payroll Expenses														
D. Rent														
E. Utilities														
F. Insurance														
G. Interest														
H. Repairs & Maint.														
I. Advertising														
J. Supplies														
K. Delivery Expenses														
L. Taxes														
M. Misc. Expenses														
N.														
O.														
P.														
Total Mdse. & Opr. Exp.														
Loan Repayments														
Withdrawals														
Equipment Purchases														
6. Total Cash Paid Out														
7. Cash Balance End of Month														

-50-

EXAMPLE: CASH FLOW STATEMENT - MILLER'S AUTO SUPPLY 19.

	JANUARY		FEBRUARY		MARCH		APRIL		DECEMBER		YEARLY TOTALS	
	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual	Est.	Actual
1. Cash on Hand, 1st of Month	\$5000	\$5,000	\$3400	\$4,025	\$2400	\$2,625	\$1975	\$1,900	\$3700			
2. Cash Receipts During Month												
a. Cash Sales	3000	3,800	3500	4,000	4000	4,200	4000		8000		72,600	
b. Payments on Accounts Receivable	1800	2,000	2000	2,000	2400	2,200	2400		4000		32,000	
c. Bank Loans	0	0	0	0	0	0	0		0		6,000	
d. Other Sources (List)	0	0	0	0	0	0	0		0		0	
3. Total Cash Receipts	4800	5,800	5500	6,000	6400	6,400	6400		12000		110,600	
4. Cash Available During Month	9800	10,800	8900	10,025	8800	9,025	8375		15700			
5. Cash Outlays for Month												
a. For Merchandise	1200	1,500	1200	2,000	1500	1,800	1500		4500		49,000	
b. For Wages & Salaries	3600	3,600	3600	3,600	3600	3,600	3600		4600		31,000	
c. Payroll Expenses	100	100	100	100	100	100	100		150		1,200	
d. Rent	400	400	400	400	400	400	400		400		4,200	
e. Utilities	100	125	100	150	100	150	100		200		1,600	
f. Insurance	50	50	50	50	50	50	50		50		600	
g. Interest	0	0	0	0	0	0	0		0		100	
h. Repairs & Mtce.	0	50	0	100	100	50	100		100		1,000	
i. Advertising	100	200	100	200	100	100	100		200		2,000	
j. Supplies	75	75	75	200	100	200	100		200		2,100	
k. Delivery Expenses	150	150	150	150	150	150	150		250		2,200	
l. Taxes	25	25	25	25	25	25	25		25		300	
m. Misc. Expenses	100	150	200	125	100	200	100		200		1,200	
n. Other Expenses (List)	0	50	0	0	0	0	0		0		300	
Total Mdse. & Opr. Exp.	5900	6,475	6000	7,100	6325	6,825	6325		10875		98,600	
Loan Repayments	0	0	0	0	0	0	0		0		0	
Withdrawals	500	300	500	300	500	300	500		500		6,000	
Equipment Purchases	0	0	0	0	0	0	0		0		0	
6. Total Cash Paid Out	6400	6,775	6500	7,400	6825	7,125	6825		11375		104,600	
7. Cash Balance End of Month	3400	4,025	2400	2,625	1975	1,900	1550		4325		6,000	

OMITTED MONTHS

-51-

SAMPLE ACCOUNTS RECEIVABLE AGING ANALYSIS

XYZ CORPORATION

Accounts Receivable
Jan. 31, 19

<u>ACCOUNT NAME</u>	<u>0-30 DAYS</u>	<u>30-60 DAYS</u>	<u>60-90 DAYS</u>	<u>PRIOR</u>
Acme Tool	7,894.95			
Agri-Grow			816.24	
Air Sander			85.94	
Atlas Steel	1,369.15	188.99		
Bailey Co.	473.01	304.18		
Barnes & Smith			1,803.90	793.81
Buffman	17.04		329.17	
California Co.	355.76			
Capitol Grain	460.73			
Caesar Neon Sign	1,007.33	54.42	323.63	
Chirstenson Bros.	13,348.31			
Clay Basins	1,870.00			
Consolidated Saw	102.68			
Ellis, James				126.60
Forman, Inc.	2,285.54	358.28	3,037.50	
Frontier Co.	199.68			
Fred, R.D.	70.56	38.83		
GNX Corp.			10,134.15	
Great Northern			2,090.17	13,993.27
H & N Const.	283.51			
Hasco Co.			298.56	
Hobart Homes				640.52
Sub Totals	\$29,738.25	\$944.70	\$18,919.26	\$15,554.20
Grand Total				\$65,156.41

BUSINESS PLAN DEVELOPMENT



STRATEGIES FOR FEEDING MORE CASH TO YOUR BUSINESS

1. Have a cash policy.
2. Bill out on the day of the sale.
3. Establish internal cash controls.
4. Age and monitor accounts receivable weekly, monthly.
5. Budget both a business and family budget. Develop it and follow it.
6. Avoid non-essential outlays--ego trips, flashy trips, cars, vans, dinners, advertising.
7. Check your prices--raise them if possible.
8. Sell unnecessary fixed assets.
9. Let costly employees go.
10. Slow payers--stop doing business with them.
11. Inventory--reduce it by 20% or more.
12. Stop buying for a week or two.
13. Double and triple-check all bill paying.
14. Seek better terms.
15. Barter--trade out your business.
16. Trade discounts--take as many as you can.
17. Reset your profit projections by 5-10%.
18. Cooperative buying.
19. Factoring--sell your accounts receivable.
20. Accounts receivable financing.
21. Schedule merchandise delivery at latest possible date.
22. Steer clear of volume happy big deals.
23. Quantity discounts--use them if they work to your advantage.
24. Rush orders--charge extra.
25. Use a check protector.
26. Reduce personal draw.
27. Avoid pre-payment of expenses.
28. Offer cash discounts--speeds up or minimizes accounts receivables.
29. Require cash deposits/advance payments on orders.
30. Seek extended dating.
31. Have a firm collection policy and procedure.

HOW A BUSINESS PLAN HELPS MANAGER/OWNERS OF SMALL BUSINESSES

Each year, in good times and bad, more than 50,000 Americans try to realize the dream of owning their own business, even in the face of disheartening facts that half of all new businesses fail within two years and four out of five are not around after five years.

Do you know why most of these businesses fail? They fail because the entrepreneurs didn't plan carefully before they opened the business. It is tragic to realize that many--if not most--entrepreneurs charge headlong into opening the doors of their new businesses thinking they will be able to learn as they go. How desperately these owners need to know that a Business Plan on paper can help them before they open the business.

Leads to a Sound Business Structure

The Business Plan leads to a potentially sound business structure because it requires the future owner to examine the various types of legal business organization and therefore provides the opportunity for consideration of alternatives and selection of the one most advantageous for the type of business and the owner's needs. Describing the business and the opportunities which it promises to provide, examining in advance its growth potential and even its termination possibilities is an exercise which forces the future entrepreneur to establish an organization capable of weathering the economic storms that arise from time to time in every business. After careful consideration of the types of business structure available, the future owner is in a better position to balance personal needs against the advantages and limitations of each type of organization.

Produces a Marketing Strategy

The marketing strategy is the plan or set of procedures that identifies the company's typical customer, how to attract and keep that customer. The strategy is developed by the entrepreneur shortly after the idea for the business appears. It includes:

- developing a customer profile
- analyzing the competition
- identifying company image
- setting price and product and service policy
- selecting a location
- developing a plan for attracting customers
- planning for purchasing, pricing, marketing and storing products or supplies
- planning for serving customers' needs through selling and selling area layout

As you can see, the marketing strategy is vital to the success of the business. Developing the marketing strategy is often a weak part of the Business Plan because it takes so much time. Lending agencies sometimes do not review the marketing strategy as carefully as they look at the financial plan, but the entrepreneur should not treat this portion of the Business Plan lightly.

Thinking through every aspect of the marketing strategy in advance will help to identify the ways in which the new business can be superior to the competition and that's the heart of the marketing process.

Clarifies Financial Needs

The Business Plan clarifies the financial needs of the business and it will receive careful review by the bankers, lending agencies, or individuals who might make money available to start the business. The Business Plan requires that the monthly business income for the first year and quarterly income for the second and third years be given.

Developing the financial plan requires estimating the dollars needed to open the business and sustain it for eighteen months. The anticipated annual and monthly flow of cash must be projected for the first year of operation. The sales volume required to produce the anticipated income must be calculated.

Financial agencies want to see a statement of opening assets (property), liabilities (debts) and net worth (amount of investment money being used by the company). And they want to know how much money you need to borrow and what your personal financial situation is.

It's a big order, isn't it? But it's critical and almost no one is permitted to open a business without it, unless there is no need for borrowing money--a rare situation indeed.

The Business Plan helps the entrepreneur work through all of the financial details to see whether there is a good chance that the business can become profitable within a year or 18 months.

Identifies Management Pathway

The Business Plan serves as an effective forecaster of management needs and gives the entrepreneur a path to follow while the business is young. One of the saddest situations in the world of small business is the entrepreneur who fails to use the Business Plan to guide management practices. Actually, the management plan for the first year of operation is the heart of the Business Plan. The entrepreneur will find in the Business Plan provisions for organizing the business, supervising employees, controlling finances, conforming to government regulations and assuming the role of owner/manager in the firm.

A BUSINESS PLAN WORKING OUTLINE by Dr. Donald Kohns, University
of North Dakota, Grand Forks,
North Dakota

1. Name of business
2. Address of business
3. Phone number of business
4. Names of owner(s)
5. Names of manager(s) if different
6. Type of business organization
7. Major types of products and/or services handled
8. Major competitors of the business

SECTION II

LOCATION OF THE BUSINESS

1. Factors that influenced the choice of location.

2. Major advantages of the location.

3. Major disadvantages of the location.

4. Physical condition of:

a. The building

b. Parking lot

c. Storage/warehouse

d. Customer service facilities

e. Other (specify)

5. Ways that the business is at a disadvantage to competitors.

6. Examples of current marketing promotions.

7. Recommendations for future marketing promotions (include budgets for each).

8. Present pricing policies (provide examples).

a. Initial markups (how determined)

b. Markdowns (how determined)

c. Competitive pricing (how determined)

9. Product (inventory) policies.

a. Current lines carried

b. Inventory control systems used

c. Suppliers utilized

10. Recommendations for product policies/procedures

11. Recommendations for product display and store layout.

5. Appropriate ratios to use in analyzing current balance sheet.

6. Cash flow--present and projected needs (monthly and yearly).

7. Break-even points to include fixed and variable expenses based upon projected sales (monthly and yearly).

8. Various financial reports/forms used and/or needed.

9. Credit policies and procedures.

10. Credit collection policies and procedures.

11. Potential financial sources (identify).

12. Overall, recommendations concerning financial management.

SECTION V

PERSONNEL MANAGEMENT PLAN

1. Existing, revised, or proposed personnel organization chart.

2. Employee hiring policies and procedures.

3. Wage and salary policies and procedures.

4. Training and personnel development plan.

5. Job descriptions for manager(s).

6. Job descriptions for employees.



7. Overall recommendations for personnel management.

SECTION VI

OVERALL RECOMMENDATIONS-BUSINESS PLAN

1. Major challenges/opportunities affecting business.

2. Specific courses of action (strategies, plans, approaches) to meet/take advantage of these challenges/opportunities.

3. Managerial evaluation procedures/techniques to assess accomplishment of business objectives.

COUNSELING INFORMATION



OTHER SBA COUNSELING ASSISTANCE PROGRAMS

Small Business Institute--SBI

Through the Small Business Institute, senior and graduate students of colleges and university business schools provide on-site management counseling to small business owners. For example, a client invented a tape for wrapping pipes to stop leaks. It was publicized in Popular Mechanics a client received over 500 inquiries in two months. How to market? SCORE counselor enlisted nearby SBI Business Administration senior students to handle the case. They developed a pricing structure and a successful marketing program which was implemented within six weeks.

Call contracts--a client, without funds and desiring to purchase a pinewood distillate processing machine, checked box 406 on the 641 requesting an engineer's opinion. The SCORE counselor supported his request and the engineer was secured to perform an evaluation. Contract paid by SBA. Expenditure for machine found to be not feasible.

Minority Small Business

SBA has combined its efforts with those of private industry, banks, local communities, and other Federal agencies to increase substantially the number of small businesses which are owned and operated by citizens who are members of socially or economically disadvantaged minority groups. In addition to the Economic Opportunity Loan Program, the 8(a) Business Development Program, the Minority Vendors' Program, and the 301(d) Small Business Investment Company Program mentioned previously, the Agency's overall Minority Small Business Program brings all of SBA's services, including SCORE, together in a coordinated effort to make more sound business opportunities available to socially and economically disadvantaged individuals.

SBA's Women's Business Enterprise goals are to impact a favorable change in the public understanding and recognition of female entrepreneurship as a viable economic force; and to encourage the expansion of women in business by fostering equal opportunity to financial access, management skills and government procurement.

Small Business Development Centers--located at a number of universities and funded by SBA and states. They counsel and help train small business owner/managers in engineering, technical, financial, marketing, production and organization matters. In some areas, agreements between SCORE and SBIC have been worked out on matters of referrals and general cooperation.

PASS--Procurement Automated Source System provides a computerized medium in which a small business's capabilities can be matched with requirements for future government procurements. Interested and eligible clients can fill out an application (obtained from the SBA district office or the chapter library) the information from which goes into a nationwide computer bank.

Small Business Investment Companies (SBICs) are SBA's equity financing arms. Regular SBICs organized under Section 301(d) act solely to assist socially or economically disadvantaged entrepreneurs. Loans by these companies to small business clients are usually of a venture capital nature, e.g., for startups, long, moderate growth, modernization or expansion. For more information, contact the Associate Administrator for Investments at your SBA regional office.

ADDITIONAL SOURCES OF COUNSELING INFORMATION

This section of the manual indicates sources of information for use both by SCORE and ACE, and other SBA counselors and their clients to obtain a wide range of general and technical data on many different types of business activities, which can be very helpful in the analysis of individual business entities.

Government Agencies

Publications available through the SBA are listed by chapter subjects in the appendix of this book and on forms 115A and 115B. Those on Form 115A are generally available in the SBA district offices, while those on 115B may be purchased from the Department of Commerce or the Superintendent of Documents. Many of these include financial statistics which can be utilized as a measure of the specific activities under consideration.

Other government agencies, most of which have offices in major cities, have much data available on population, trade, employment, production, etc. These include:

Department of Commerce
Department of Agriculture
Department of Treasury
Department of Interior
Internal Revenue Service

Federal Trade Commission
Department of Health and
Human Service
Department of Education

In addition, local agencies, such as City Assessor or the City, County, or State Planning Commissions, have much information

available on population patterns, land use, etc., which can be helpful in site location or market analysis.

Trade Associations

There are many national and local trade associations, covering a wide range of businesses, which compile information about their respective industries for the benefit of their members. A catalogue of the major associations is published periodically by the U.S. Department of Commerce, and association indexes are found in many public libraries. Some of these organizations may be reluctant to provide information to non-members, while others will make it available for any legitimate purpose, sometimes for a nominal fee.

Chambers of Commerce (national, state and local) are closely related to the trade associations and are generally glad to help new or prospective businessmen.

Colleges and Universities

These institutions generally have business research departments and have great stores of information, as well as many knowledgeable people who can help in obtaining information on specific subjects.

Public Libraries

Most of the larger libraries have business sections in which much information is available, in addition to the more technical data in the other sections.

Some of the publications which may be of general use are:

- Standard & Poor's Corporation manual which provides financial data on all listed companies, with index classifications by industry. Moody's has similar publications.
- Thomas Register--listing sources of supply for a wide range of products.
- Yearbook of the National Retail Merchants' Association giving performance data on department stores and a wide range of retail stores.
- Manual of Performance Ratios by Troy--published by Prentice-Hall.
- Operating and financial statistics published by Robert Morris Associates and Dun and Bradstreet.

Publications

- Periodicals such as the Wall Street Journal with its special column and stories on small businesses.
- Many business organizations, such as National Cash Register Company and Bank of America, have business information available for the asking.

Credit Agencies

- Credit bureaus and rating services, such as Dun & Bradstreet, are a good source of certain types of data, including statistics on business failures.

People

One of the best sources of information is people who have knowledge of the particular business or industry, including bankers, accountants, lawyers and other businessmen. Suppliers and representatives of equipment manufacturers can often provide information on specific types of business. County extension agents and members of business development committees can be helpful.

YOU SHOULD CONTACT THE FOLLOWING OFFICES WHEN PLANNING YOUR BUSINESS:

INTERNAL REVENUE SERVICE, Box 2461, Fargo, ND 58108;
Local Phone 293-0650; Long Distance (Toll Free) 1-800-342-4710

Business Tax Kit (Tailored to needs of the Type business involved) may include:

- Application for Employer Identification number.
- Employment Tax Returns, Form 941 (for employee tax withholding, Employee and Employer Social Security Tax) filed quarterly and information on depositing payroll taxes.
- Federal Unemployment Tax Return, Form 940 filed annually.
- Estimated Income and Social Security Tax for self employed people filed quarterly.
- Any Federal Excise Tax, Highway Use Tax Forms and instructions peculiar to your type of business.
- Tax Guide for Small Business.

U.S. DEPARTMENT OF LABOR, WAGE AND HOUR DIVISION, Box 2761, Fargo, ND 58108 or Box 434, Bismarck, ND 58501

For information on Federal laws regarding minimum wage, overtime, child labor, and who covered.

OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION (OSHA), Russell Building, Hwy 83 N., Route 1, Bismarck, ND 58501 Local Phone 255-4011, Extension 521, Long Distance (Toll Free) 1-800-472-2959

For information on employee safety and health requirements.

SMALL BUSINESS ADMINISTRATION, Box 3086, Fargo, ND 58108
Phone 237-5771, Extension 5131

For Management Publications, Volunteer Management Counseling, Management Training and Financial Assistance (First contact your local commercial Bank Loan Officer for review of plans, financing arrangements, and information about the trade area for your type of business).

STATE TAX COMMISSIONER, Capital Building, Bismarck, ND 58501
Phone 224-3470 (Sales Tax); 224-3450 (Income Tax)
Long Distance (Toll Free) Jan-April (Income Tax) 1-800-472-2110

For Retail Sales Permit and Forms (filed monthly) and Sales Tax information.

State Employer Identification number and Forms for Employee State Income Tax Withholding.

State Income Tax Returns and Business Privilege Tax Forms and instructions (filed annually).

EMPLOYMENT SECURITY BUREAU, 1000 East Divide, Box 1537, Bismarck,
ND 58501 Phone 224-2825; Long Distance (Toll Free) 1-800-
472-2952

For State Unemployment Insurance Tax Returns (filed quarterly
and information.

WORKMEN'S COMPENSATION BUREAU, Russell Building, Hwy 83 N., Route 1,
Bismarck, ND 58501 Phone 224-2700

For Workmen's Compensation Insurance, Forms and information
(filed annually in advance).

NORTH DAKOTA DEPARTMENT OF LABOR, Capital Building, Bismarck, ND
58501 Phone 224-2660

For State Requirements and information on child labor laws,
minimum wage and definitions.

CAPITAL BUILDING, Bismarck, ND 58501 Phone 224-2000

For any North Dakota State Licenses peculiar to your type of
business including Secretary of State, Attorney General,
State Treasurer, Commissions, Boards, or Departments.

CITY AUDITOR, City Hall, your city

For Municipal licenses, local ordinances.

COUNTY AUDITOR, County Court House, Your County

For licenses, permits, and information on ordinances applying
to businesses located outside of the city.

TOWNSHIP CLERK, your township

For permits and zoning applying to businesses located outside
of the city.