

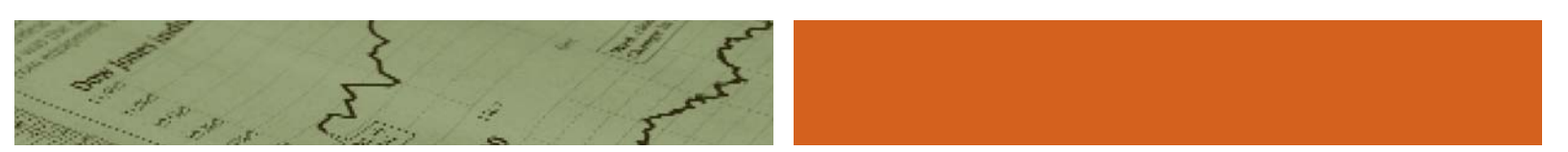
Strategic Planning



- o planning
- o calculating
- o managing



Business Performance
Improvement Specialists



Strategic planning is an organization's process of defining its future, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people.

*SUCCESS IN BUSINESS . . .
IS A PLANNED PROCESS*



PHASE 1 -- PRE-MEETING CURRENT BUSINESS MODEL ASSESSMENT

WE TAKE AN ANALYTICAL APPROACH TO HELPING CLIENTS BUILD AN ACCURATE STRATEGIC PLAN BY FIRST ASSESSING THEIR CURRENT BUSINESS POSITION.

Through our best practices databases, we complete a detailed financial analysis of your business and measure you against your industry competitors. Then we create an independent, non-biased valuation of your business' worth using a discounted cash-flow assessment and then we scorecard your marketing, sales and strategy process.

With this detailed background, we then understand better the client's growth success potential and use this information as a foundation for their plan development.

(1,027,283)			
(670,948)			
124,706	511,323	124,520	4,138,091
		10,845	7,631,299
			8,500,000



PHASE 2 -- ON-SITE STRATEGIC PLAN DEVELOPMENT

HAVING AN IN-DEPTH UNDERSTANDING OF YOUR NEEDS AND GOALS IS FUNDAMENTAL TO THE WAY WE WORK WITH YOU.

Through a tactical 2-day one-on-one client workshop, we walk CEOs and their management teams through an interactive discussion on their current business position and then hold an exploratory strategy session on where they want and need to go. Using the Value Forward methodology, we systematically help them build specific goal objectives, calculate corporate asset

requirements, determine employee staffing needs, and plan timelines needed to layout their strategic plan.

“THE DIFFERENCE BETWEEN AN ENTREPRENEURIALY MANAGED COMPANY AND A PROFESSIONALLY MANAGED COMPANY -- IS PLANNING AND METRICS.”

PAUL R. DIMODICA



PHASE 3 -- MANAGING AND UNDERSTANDING

WE PROVIDE BEST PRACTICES AND COACHING ADVICE AND AN INTEGRATED REVENUE GROWTH APPROACH THAT CAN HELP YOU ACHIEVE YOUR CORPORATE GOALS

Once your on-site strategic planning session is completed, we regroup with all the data, client objectives, and business assumptions collected during the engagement and then write your strategic plan.

Once your plan is submitted, we then provide the CEO and the management team ongoing coaching and consulting on the plan's recommendations and implementation requirements.



ABOUT ADVANTAGE BUSINESS SOLUTIONS



Advantage Business Solutions has been assisting forward-thinking executives with integrated management planning, strategic business consulting, and dynamic financial analysis for over thirty years.

We work with CEOs, principles, and executives to create and institute the best possible business strategies and practices in order to streamline their operations and integrate the complexities of their organization into one harmonious system. Our goal is to help improve revenue, reduce risks and unnecessary expenditures, and build more effective leadership teams.

We take a team approach to advising you on the best strategic and tactical action steps needed to hit your targeted objective. Our dedicated professionals are proud to provide top-tier quality executive coaching, hands-on business management guidance, analytical financial planning, and systems integration instruction. We have built a reputation of success and a network of conscientious, experienced, and knowledgeable consultants who offer 360° Business Success Assessments and craft customizable revenue capture tactics.



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