



Business Diagnostic Services

What do you want your business to do for you?

When you first went into business, you had hopes and dreams about what your business should be like, how it should operate and where it would go in the future.

Running a small-to-medium sized (SME) or family-owned business means you are often faced with an overwhelming array of daily challenges... challenges that can take your focus away from the future of your business, because you're simply trying to get by today.

Have you stopped to consider:

- If your company is capable of adapting to turbulent times?
- Do you know where you should focus to increase growth?
- Do you have an accurate picture of your financial resources and profitability?
- Are you fully aware of your strengths and weaknesses?
- Are you reaching your optimal profitability?

It's a common fact that most businesses are only operating at 60 – 70% of their optimal efficiency. What would happen to your business if you increased your effectiveness by 10% – 20% or more each year – without increasing your fixed costs?

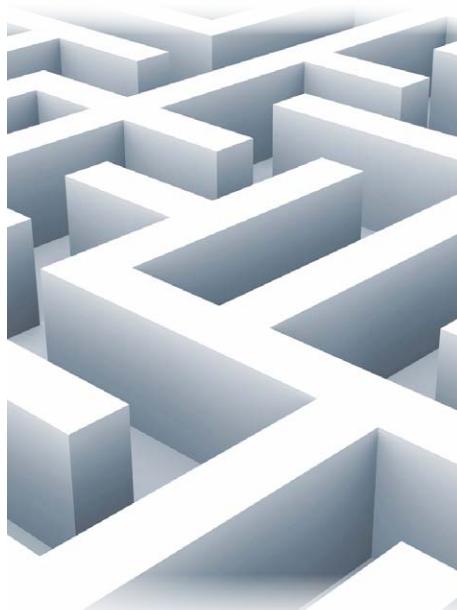
If you want to work smarter, not harder then take a closer look at what a Firstbase Business Diagnostic can do for you.

Identifying change & growth opportunities

All organizations, large and small, are facing increasing pressure for higher levels of productivity, return on investment, shareholder value and other measures of performance.

These sometimes conflicting pressures create increasingly complex demands for decision making - the number of choices is high, and so are the risks of getting it wrong. To help navigate the way, many organizations use simple tools that help to generate knowledge, develop understanding, and identify action.

That's where the Firstbase Business Diagnostic can help.



What is a business diagnostic?

A business diagnostic is an impartial and practical analysis of your business. It is a way to obtain insight into your business operations, to determine where you should set your priorities, and to define what areas need immediate attention.

A business diagnostic adds value by taking stock of the current situation, identifying future needs and measuring the gaps between the two contexts. This process provides a focus for effective decision making.

A business diagnostic is recommended for companies in highly competitive industries or those experiencing significant pressure because of an uncertain business climate, increased costs, diminishing markets, or internal challenges.

Diagnostic tools can help you:

- Discover more about your business
- Make informed decisions
- Guide your change efforts
- Improve your competitiveness
- Improve your sales & profitability

Our improvement plans and actions address complete business performance needs including business processes, information technology, and organizational issues. Whether you need a quick analysis or a detailed plan, we custom tailor our approach to meet your business strategy needs.

The business diagnostic process

We don't look at your business from just a historical perspective. Instead, we actively work with you to develop your business and improve it as it happens.

Firstbase is a specialist firm offering a range of integrated business services that allow us to combine our wide array of business tools and resources with our extensive experience working with small to medium sized enterprises (SME's) to bring you a comprehensive analysis service.

We lead you through a personalized strategic and operational review that is comprised of three distinct stages:

Data gathering & analysis

Using sophisticated business analysis tools, we will work closely with you to assess critical areas of your business.

The information you provide will allow us to conduct a high-level diagnostic review of your current strategic position and overall operational performance.

Strategic & operations plan

Based on the diagnostic review, we will help you identify exactly what needs to be done in your business to reach your goals.

Together we will develop key action steps and a project plan with timelines and resources to make it happen.

Monitoring & implementation

To ensure that you stay on track, we will monitor the project management plan and work with you on the implementation of the action steps required.

We will work closely with you to ensure your goals are achieved, on target and on time.

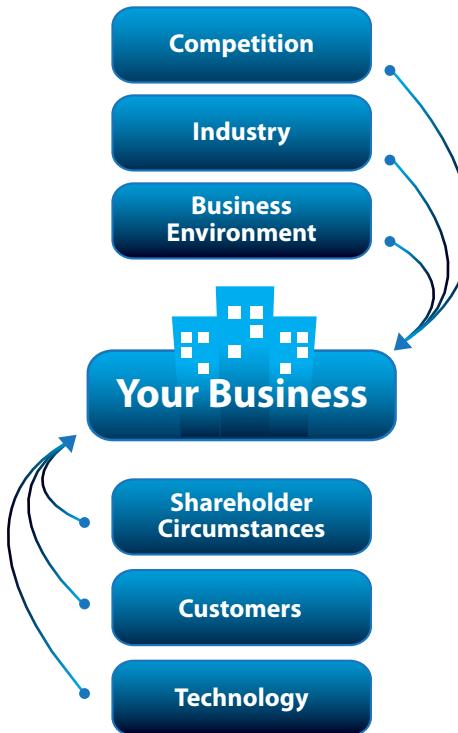


Data gathering & analysis

The process starts with determining your objectives and reasons for being in business. Knowing what you want is very important. We then review the external and internal factors affecting your business performance.

External factors

We first examine your business' external forces such as its customers, competitors, industry and technology in broad context relative to current market conditions.



Internal factors

We then examine your business' internal factors including the production process, marketing and sales, your people, your systems and processes and your financial management practices relative to the broad context of your business operations.

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You can't get your business to a different place by following the same road. And you can't get there without direction.

Performance indicators

We will take you through a series of critical questions that are related to the following key performance areas of your business:

Vision:

Clarifies your direction and the desired future position of the business.

Strategy:

Examines how the business is organized.

Products & Services:

Provides an overall view of the competitiveness of your products and services, and how well you manage their procurement, production and distribution.

Marketing:

Obtains a picture of how you plan to reach your goals.

Sales:

Reviews your sales process / cycles and how you develop and manage client accounts.

People:

Assesses the suitability of your team, and how well you deal with people management.

Systems & Processes:

Provides information about your systems and operational procedures, and how technology supports them.

Finances:

Focuses on the financial performance of the business.



Strategic & operations action plans

The next step in the process is to develop strategic and operational action plans, where we will use our analysis to help you identify what needs to be done in your business to reach your goals.

Together we will develop action plans based directly on the challenges you face, and taking into account the key stakeholders involved – you, your team, your customers and your suppliers.

The result is a structured, step-by-step strategic and operational project plan that outlines what needs to be done, when it will happen, and who is responsible for each action step.



Ongoing monitoring & implementation

Ensuring that the action plans get underway and the work gets done is the most crucial stage in the process. We bring discipline and expertise in rolling out the specific action steps required for each challenge, and our approach to implementation and monitoring is issue-based, work plan driven, and output oriented. We also believe in a high degree of two-way communication throughout the process.

To ensure you stay on track, our ongoing monitoring and implementation services include developing and monitoring a project work plan. This will allow you to drive the implementation of the plans to ensure the benefits are realized.

Work smarter, not harder

Firstbase's Business Diagnostic Service prevents you from aimless and costly wandering. Our comprehensive strategic and operational analysis is generally the first step undertaken in creating a systematic business development plan and profit improvement strategy.

Firstbase provides helpful observations, comments, and a suggested action plan to cover both immediate changes and short-term priorities.



Business diagnostic report

Firstbase will provide you with a business diagnostic report outlining current findings of your business based on interviews with key managers, staff and management.

The report will include a series of recommendations outlining a workable strategy and action plan to position your business for success going forward.

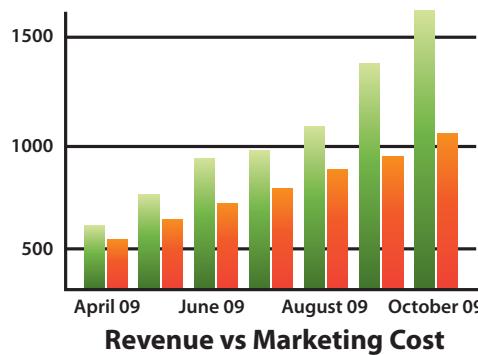
The key components of the Firstbase Business Diagnostic will provide your business with critical information on some of the critical components of your business:



In today's business reality, companies that are successful at recognizing and using best practices and working smarter are the ones that are not only surviving, but growing and prospering.

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- Customers
- Revenues and sales
- Leadership behavior and business process
- Financial resources, expenses, cost control and profitability
- Administration and personnel
- Customers, revenues and sales
- Marketing communications
- Products and services
- Supply chain –vendors and subcontractors
- Management team



Short, medium and long-term action plan

The results of the business diagnostic process will assist management to make more informed decisions about the strategy required to make necessary improvements in a quick and efficient manner that will maximize profitability and business success.

What are the benefits?

The benefits of using the Firstbase Business Diagnostic Service are:

- **Clearly defines the current business position**
- **Increases focus on business priorities and key objectives**
- **Develops an action plan to move forward effectively**
- **Provides better understanding of key limitations and how to overcome them**
- **Provides key recommendations to improve business efficiency**
- **Helps to manage risk and maximize opportunities**
- **Provides a clear focus on business improvement and sets the agenda for change**
- **Develops processes for increasing sales & profitability**
- **Creates a strategic advantage over the competition**

Firstbase takes pride in "thinking outside the box" while attending to business basics. Our commitment is to provide you with a professional business approach that delivers innovative strategies and measurable results.

Why are we different?

Unlike others in our marketplace, you no longer have to choose between theory and practice. We provide a seamless service from initial consultation to successful implementation, operational support, fine-tuning and beyond. Our capable team works closely with you to ensure that the plan is implemented effectively.

The key benefits of working with firstbase

Our experience across a diverse range of industry sectors with a focus on small to medium sized enterprises (SME's) ensures we are able to optimize your investment for maximum benefit.

Our processes harness over 20 years of "hands on" experience to assist you in achieving your business goals.

The Firstbase Business Diagnostic Service addresses complete business performance needs across all key functional areas and strives to provide alternative approaches and an overall strategy to improve business performance in the short, medium and long term.

We build partnerships

Rather than getting involved in numerous one-off projects, we establish long-term partnerships with our clients and we offer an all-encompassing approach to each client's specific branding and marketing needs. It is through these strategic partnerships that we become an extension of our clients' enterprises and not simply another vendor. We work within a predefined yearly budget on a retainer basis and are fully accountable for our performance.



www.firstbase.ca

Firstbase's range of in-house services includes:

- ✓ *Strategic planning*
- ✓ *Business planning*
- ✓ *Relationship management*
- ✓ *Market research*
- ✓ *Product launches*
- ✓ *Communications planning and implementation*
- ✓ *Web development*
- ✓ *Professional creative design and printing solutions*

Time is money



Move to the next level

As your partner in helping your business move to the next level, Firstbase stands ready to assist our partners and customers to achieve their business goals. We work closely with you to plan and implement your strategy and achieve measurable results.

Contact us

Call us today at **1.800.758.2922** for a preliminary **no obligation discussion** to explore the opportunities.