

The majority of businesses are operating at 60% – 70% of their optimal efficiency. What would it mean to your bottom line if you could increase your effectiveness by 10% – 20% without increasing your fixed costs?

When is the last time you stopped to consider:

What are your company's Strengths and Weaknesses?

Where should you focus to increase growth?

Is your company capable of adapting to turbulent times?

It is critically important that you take a step back to work **ON** your business, instead of going from problem to problem and working **IN** your business. For this we recommend the services of a professional who is not emotionally attached to your company.

There are FOUR key pillars to any business:



“Firstbase spotted an opportunity and within four weeks of our marketing program launch we have quoted to qualified potential buyers over \$8 million dollars and received our first order for a half million dollar project!”

– Frank Hay, President, NOMADICTM

Change requires focus; which is why Firstbase will do a complete **SWOT** analysis on each of the four pillars mentioned above. This will include:

S

Strengths: What does your business do well? How can these strengths be sustained? How can they be exploited to increase profit?

W

Weaknesses: Where is your company the most vulnerable?

O

Opportunities: What are the most profitable and most attainable opportunities available to grow your business? What steps need to be taken in order to take advantage of these opportunities?

T

Threats: What is your competitive landscape? Will your current business model be sustainable in the future?

We are not in the business of telling you what is wrong with your company. We are in the business of implementing practical solutions to bring your company to the next level.

Let a Firstbase Business Development Manager perform an un-biased and objective analysis of your business. Contact us for a **FREE** no obligation consultation at:

Toll Free: 1.800.758.2922 | SWOT@firstbase.ca
www.firstbase.ca

Case Studies to Consider



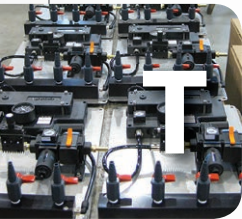
Strengths: A small local candy company's strength was their product. Their premium almond butter crunch candy is seriously addictive. Firstbase re-packaged the product and increased further brand awareness. Since then the company has been receiving numerous compliments from customers and retailers, resulting in a dramatic increase in sales.



Weaknesses: Brand recognition was a major weakness of a construction company. Firstbase assisted by designing and developing a new logo, business card, brochure, and website. This included implementing a new marketing strategy to bring this company to the next level.



Opportunities: A specialized manufacturer of tank inserts had the opportunity to break into the United States market. Firstbase facilitated the new market penetration through custom tailored marketing initiatives. This company went from \$3 million in annual sales to \$1 million in sales per month.



Threats: The economic downturn affected a large distribution company, and Firstbase was able to bring them to all new levels of profitability through re-branding, new website, custom marketing campaigns, and a comprehensive marketing strategy.



There are only three ways to increase revenue:

- » Increase the number of clients
- » Increase the average size of the sale per client
- » Increase the frequency of purchases per client

For an example of this, let's assume you have one thousand clients, they average \$100 per transaction or sale, and they make two purchases a year.

| # of Clients | Transaction Value | Transaction Frequency | Total Sales |
|--------------|-------------------|-----------------------|-------------|
| 1,000 | x \$100 | x 2 | = \$200,000 |

After a Firstbase **SWOT** analysis on just the sales pillar, look what happens when you increase these three factors by just 10%.

| # of Clients | Transaction Value | Transaction Frequency | Total Sales |
|--------------|-------------------|-----------------------|-------------|
| 1,100 | x \$110 | x 2.2 | = \$266,200 |

A 10% increase across the board results in a 33% increase in your total sales!



"Our mission is to work closely with our clients in a partnership to enable them to grow and prosper."

We look forward to serving you, please contact us today for more information.



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