

# Are there GAPS on your Financial MAP?



When driving the growth & health of your business to the next level, there are undoubtedly GAPS that cause delays, wrong turns, or breakdowns especially in the finance area. Maybe you are already aware of some of them. . . but there may be more that you wouldn't recognize unless they were specifically pointed out to you- along with an alternate course. For many years, we have offered business owners the "CFO GAP Analysis" as a way of uncovering those GAPS along with an action plan to correct them – in order to propel the business to the next level.

## The "CFO GAP Analysis"

The "CFO GAP Analysis" is an evaluation of your company against best practices in 58 different categories. This analysis will identify any significant GAPS that can impede the ongoing success of your business. When completed, you will receive a written report detailing what we looked at, what we found (a **red/yellow/green rating** for each item), and any areas of concern along with recommended solutions. It's a great integrity check that provides you with a practical assessment of financial strengths and weaknesses in your company, from the perspective of a CFO. You will find the exercise beneficial even if you're not a candidate for our CFO services.

## Some of the areas we review include:

- ✓ A/R & A/P
- ✓ Inventory
- ✓ Costing Systems & Methodology
- ✓ Gross Margins
- ✓ Return on Investment
- ✓ Financial Statement layouts formats, consistency & usefulness in decision making
- ✓ Budgeting/Projections
- ✓ Cash Flow, Capital & Liquidity

## Who It's For:

**Business owners with revenue between \$2M-\$25M** who'd like an independent financial assessment from an experienced CFO.

To get started on your CFO GAP Analysis or to refer a business you work with please contact Alisha Lucido



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With over a year in our relationship we are looking at our businesses differently. Not only because of the new financials, but also the insight on what makes a business successful... which has been a real asset for this company. We're able to look at our current and past financial performance which enables us to make clear and direct business decisions that will impact the bottom line of our financials in the future.

**Mike Meldrum**, President, Complete Communications Inc., Clinton Twp MI

Michigan CFO Associates helped us to implement analysis and planning tools that we have always wanted, but did not have the in-house expertise to create. We now have the ability to manage the business much more effectively on a monthly basis to ensure that we're hitting our targets. Using a contract CFO 2-4 days a month is the perfect solution for a company our size.

**Mike Schena**, President, MCM, Inc. Novi MI



Thanks for the detailed information on what is driving the successful operations of the company. Also thank you for all your work that you do. It is an integral part of business that assists the banking side of the relationship and allows me to be armed to do my best in providing timely and effective assistance when needed.

**Allan Federlein**, Assistant V.P- Business Banker

I have worked with Michigan CFO Associates on several projects and found that their insight and broad business knowledge have saved me both time and money. I fully intend to use them again.

**Clayton M. Chargoł**, Controller  
B&P Process Equipment & Systems, LLC Saginaw, MI

I strongly recommend a part-time CFO to any business who is struggling with trying to do everything and stressing about not knowing whether you are doing things right. They started with a complete overhaul of our company GL and continue with monthly reviews and straight forward helpful analysis of our company performance. Additionally, using a part-time CFO has improved my knowledge of our company's performance and keeps me on track with our goals. They have taken otherwise dormant sales data and turned it into unbelievably informative and effective reports through extensive knowledge of Excel and that ability to extract and present the data in a way that is useful. They have helped my business in more ways than I can mention and I am proud to have someone I trust so much "on call" when I need them.

**James Andrew Slaven**, President, Regina-Andrew Design, Inc.

I want to thank you for all of your help. Just knowing that if I can ask you questions or for guidance is such a relief. Our accounts would be a mess without you!

**Sheila Piercey**  
Quad West Associates

I am a strategic advisor to small companies and the author of a book on business strategy. As I work with small-company leaders, I often see how they need strategic insights into their finances. Michigan CFO has experience across a range of companies and industries, and is able to highlight important issues to focus on before the opportunity passes or the problem flares up. A small company does not have a lot of resources to spare, and Michigan CFO's advice makes businesses stronger and more valuable.

**David Haviland**, CEO, Phimation Strategy Group

