

CREATE CASH!



CASE STUDY 2: A family owned Los Angeles based contract packaging company was in a negative cash flow position. The business had recently lost several large clients and was not marketing for new customers. We cleaned up the operations and implemented a very effective sales campaign.

<u>Problem</u>	<u>Actions</u>	<u>Results</u>
No Sales or Marketing	Rebranded the company from JT Industries to Solution Packaging. Created new website, marketing brochures, and established internet marketing campaign. Offered packaging design services to new clients that were provided from outside vendors.	Increased revenues by \$2 million in the first 5 months.
Inefficient Quoting Process	Created new Internet based quoting tool. New tool also automated quote follow up process.	Trained office administrator on new tool and she was able to turn all quotes within 24 hours.
Difficult Employee Situations	Removed employees that were attempting to control business for personal benefit.	A much improved workplace for remaining employees. Trust and teamwork flourished.
Debt and negative cash flow	Established new re-payment terms with bank. Received line of credit from partner. Sold old equipment and supplies.	Stopped monthly burn within 2 months. Became current on debt payments within 9 months.
Projected -\$1.7m EBITDA	Focus, innovation and determination.	+\$500k EBITDA in 9 months

We specialize in solving operations and cash flow problems for businesses. Contact us today for a complimentary evaluation that identifies cash creating opportunities within your business. This is a no cost, no obligation process that requires minimal time from a few executives. We work fast, efficiently and produce results.

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