

MONTHLY ONLINE EVENT WITH NETWORKING
OPPORTUNITIES

Profit Maximization Strategy Series

Running Your Business by the Numbers



Optimizing Your Business Model

(Session #11)

Andrew Frazier

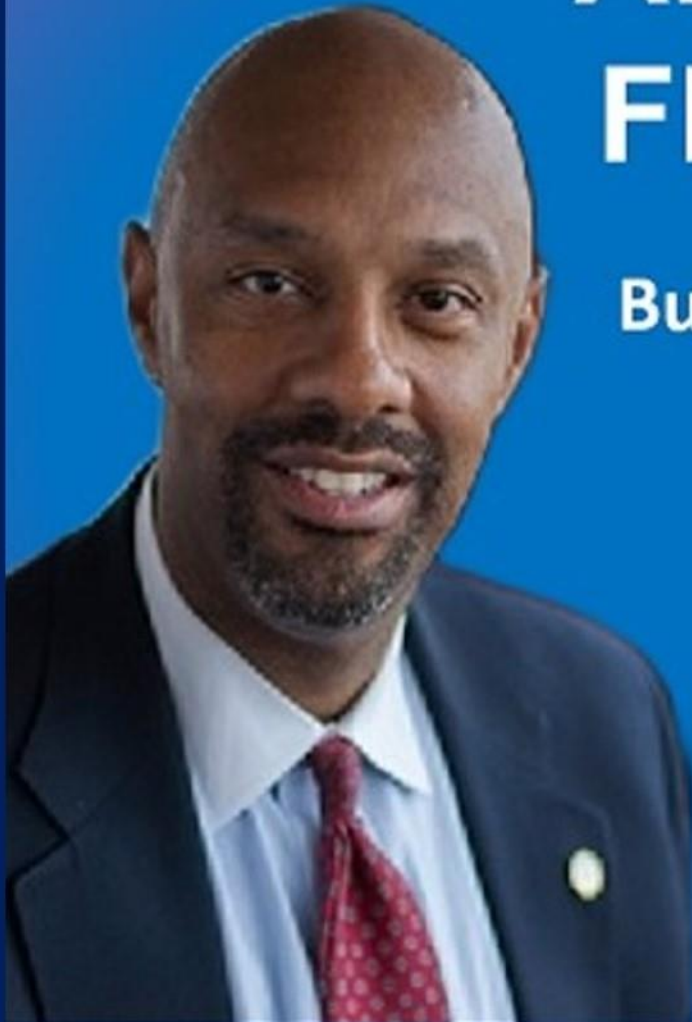
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**Business Growth
Pro and CFO**



- Paperboy
- Entrepreneur
- MIT Engineer
- Navy Supply Officer
- Business Manager
- NYU- Stern MBA
- CFA Designation
- Corporate Executive
- Real Estate Investor
- Non-Profit Leader
- Business Owner
- Coach & Consultant
- Teacher & Trainer
- Outsource CFO
- Author / Speaker

Session #11

Optimizing Your Business Model



- Continually evaluate and adjust strategies to...
 - Grow revenue
 - Decrease your product cost factor
 - Minimize overhead
- This is an iterative process with a feedback loop
- Thrive in a rapidly changing environment



The Challenge



- Most businesses are less profitable than they should be.
- Many business owners don't know how to maximize their profitability.
- Economics aside, there are proven strategies to maximize your profitability.



Is This For You?



- Business Owners who are:
 - Generating revenue
 - Looking to increase profitability
 - Wanting to create a sustainable business
 - Seeking to Work ON Their Business Not IN It
 - Looking to maximize value of their business





What You'll Learn Today

- What is your business model?
- Why is it so important for business planning?
- Optimizing Your Business Model



What is your business model?

Business Model

Assessment and Analysis

Revenues

- Variable Expenses

Gross Profit

- Fixed Expenses

Cash Flow (EBITDA)

- Interest, Taxes, Depreciation, and Amortization

Net Income (EBIT)



- How do you generate revenue?
- What are your costs?
- Are your margins adequate?

Why is it so important for planning?

Few Business Owners Ever Work
ON Their Business Successfully

In Your Business = Product & Service Delivery



Less Than 5%

(<5 Per 100 Companies)

Is This You?



On Your Business = Business Model Optimization



Optimizing Your Business Model

- Revenue Growth
- Lower Variable Cost Percentage
- Decrease Fixed Costs



Strategies To Grow Revenue

Revenue Expansion Strategies

Increase
Transaction
Size

Attract More
Customers

Raise Prices

More
Frequent
Transactions



Strategies To Lower Variable Cost %

Volume Discounts

Shop Around

Increase Efficiency

Use Technology

Rework Product



Strategies To Decrease Fixed Costs

- Reduce supply expenses
- Lower financial expenditures
- Modernize your marketing efforts
- Use efficient time strategies
- Harness virtual technology
- Narrow your focus
- Make the most of your space
- Maximize your employees' skills
- Focus on quality



Review

- Why is your business model?
- Why is it so important?
- How do you optimize your business model?



QUESTIONS

Session #12

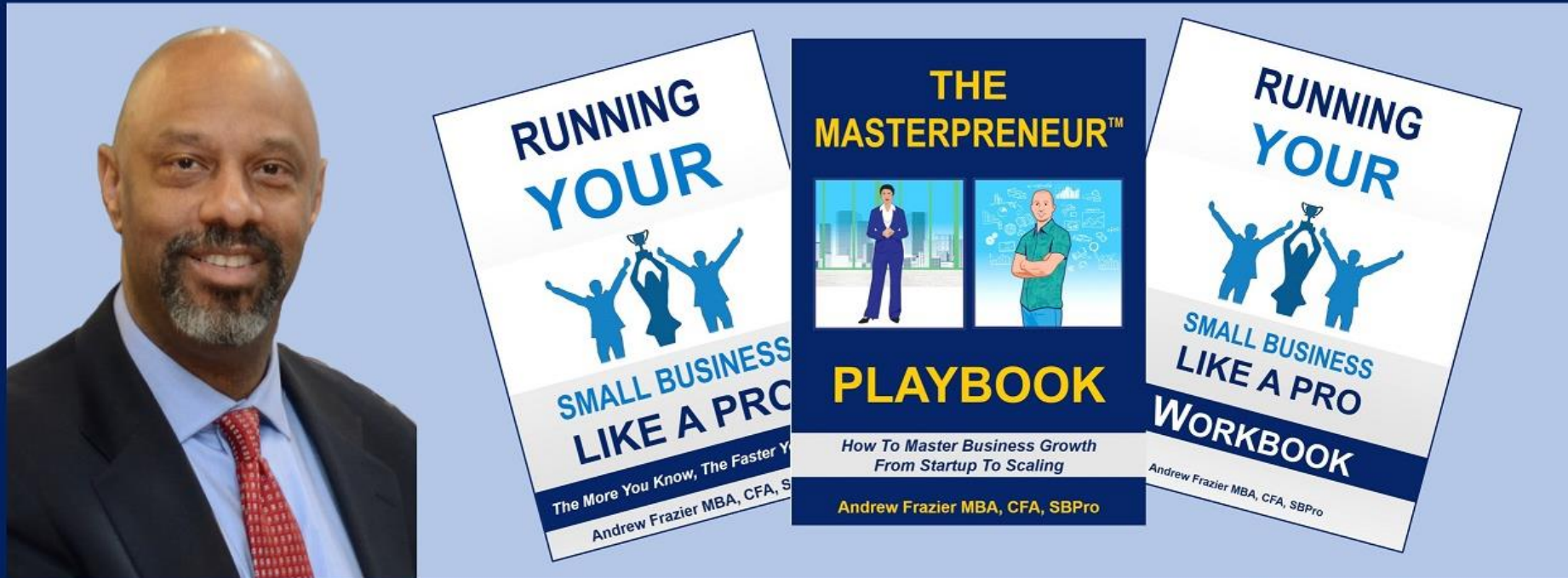
Implementing Your Profit Maximization Strategy



- Leadership is critical so you must continually...
 - Increase your business knowledge
 - Develop new skills
 - Prepare for the future
- Develop a strong culture of...
 - Communication, collaboration, and empowerment
- Transform your profitability, sustainability, and increase the value of your company



Empowering Entrepreneurs to Learn, Profit, and Grow



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