

# Generating Increased Revenue Avoids Extra Equity Investments



**Strategy:** Quickly develop a process to generate revenue using customer deposits and tight controls.

The company was **in crisis** with no cash on hand and falling behind in payments to suppliers and employees. The company had been growing by adding **new divisions** but not pushing sales, so most divisions were a cash drain. No processes were in place to **deliver products** to customer expectations without **additional cash** investments. Jacquard focused on tight cash management processes to bring the situation under control and meet customer demands.

Success Thread™	Profit Projects®	Highlights & Client Comments
<b>Customer Focus</b>	<ul style="list-style-type: none"> <li>Pricing on the Periphery</li> <li>Touch Plan</li> </ul>	<ul style="list-style-type: none"> <li>Increased calling plan to past customers.</li> <li>Increased prices in one division.</li> <li>Promoted service and maintenance.</li> </ul>
<b>Financial Discipline</b>	<ul style="list-style-type: none"> <li>Cash Flow Management &amp; Modeling</li> <li>Accounts Receivable</li> </ul>	<p>Provided tools to help manage cash.</p> <ul style="list-style-type: none"> <li>Through the process the company operated on customer deposits without additional equity investments</li> </ul>
<b>Operational Speed</b>	<ul style="list-style-type: none"> <li>Daily Production Meeting</li> </ul>	<p>Implemented daily formal production meetings</p> <ul style="list-style-type: none"> <li>Reduced production time and Improved On-Time performance</li> </ul>
<b>Leadership Practice</b>	<ul style="list-style-type: none"> <li>Management Reporting Systems</li> </ul>	<p>Managers aligned through weekly staff meetings.</p>

## At a Glance

### : The Client

Manufacturer of high resolution video display monitors for the medical, industrial and military markets. Growth through acquisitions.

### : The Goals

Get the company through crisis and be able to produce and deliver orders to customer satisfaction.

### : Project Time Line

10 weeks

### : The Impact *More Profit!*

- Increased pricing with 20% and 50% for a large portion of the potential revenue.
- Increased sales activities

### : The Impact *Lower Costs!*

- Used internal management staff for second shift

**The Bottom Line:** Steered the company through a crisis situation, providing time for management and investors to evaluate strategic alternatives and move forward.

Jacquard Associates is a team of hands-on, roll-up-your-sleeves business professionals who help clients identify strengths, raise expectations and improve the way they do business. We help **motivate** people, **streamline** processes, **impose** financial discipline and **create** systems to yield better customer service, faster turnaround, improved sales and enhanced profits.

Our single goal is to provide clients with tools to improve business performance fast. Organizations typically are full of opportunity. Owners and executives have great ideas and increasingly urgent needs. We specialize in transforming those **Ideas to Action** through a set of simple, proven, proprietary tools for improvement. A client's customized program of Ideas to Action may include:

- **One-to-One Coaching**, to develop mission-critical personnel
- **Wonderments®**, highly revealing and effective mini-projects demonstrate the impact of executing fundamental improvement opportunities
- **Profit Projects®**, longer-term improvement initiatives tailored to the client's needs and implemented by Jacquard and the client's team

Jacquard Associates also helps companies and industry groups develop **performance improvement expertise** through seminars, workshops and focused roundtable discussions.

**Work with us is easy.** We connect the dots between entrepreneurs, managers, investors, and bankers. We also perform certain services that other turnaround firms may not provide, and we are able to seamlessly integrate with any existing professionals in situations that warrant it.

Last but not least, **we put our money where our mouth is:** our fee structure is tied directly to our performance.

To learn more, call us at 847.945.8700 or visit us at [www.jacquard.com](http://www.jacquard.com).

## Industries Served

### Manufacturers

Automation – very small to very large  
Automotive Aftermarket  
Bicycle Parts  
Cases “sample and department store”  
Cleaning Supplies  
Clothing  
Consumer Auto  
Electrical Assembly equipment  
Electrical Components  
Fabric Printing  
Food Consumer, Staples, Flavoring  
Forgings  
Grinding  
Home Builders  
Jukeboxes  
Kitchen Assemblies  
Medical Equipment  
(hospital and private practice)  
Medical Test Equipment  
Metal Forming  
Mops  
Packaging – dangerous material  
Packaging – temperature controlled  
Packaging Materials  
Plastic Extrusion (consumer parts, plastic wood, electrical parts)  
Point of Sale Displays  
Printed Circuit Boards  
Printing (commercial, display, label and fulfillment)  
Specialty Albums  
Test Automation  
Valve Regulators  
Vending Machines

### Distributors

Collectibles  
Electronic Assembly Equipment  
Ethical Drugs  
Exotic Metals  
Factory Automation  
Fulfillment (various)  
Ice Cream  
Janitorial Supplies  
Jewelry  
Manufacturing MRO Supplies  
Medical Supplies  
Screen Printing  
Specialty Foods  
Used Production Equipment  
Wholesale Foods  
Wines & Beverages

### Service

Audio Visual Systems  
Banking – mid market lending  
Communication Software  
Contractors (general, electrical, HVAC and plumbing)  
Engineering  
Environmental Testing  
Industrial Cleaning and Coating  
Investment Bankers  
Marketing  
Point of Sale Marketing  
Public Accounting  
Publishers  
Surveyors  
Telephone Systems

### Retail

Carpeting  
Clothing  
Jewelry  
Music and Games  
Restaurant Chain  
Toys