



Case Study

A Reporting Snapshot Leads to Wise Business Planning

The issue:

The owner of a privately-held retail business contacted FullView because he'd lost faith in his company's financial reporting system. He felt the reports he was seeing didn't accurately reflect the results of the company's operation, and he was frustrated that no one in his company understood the connection between the financial and operational sides of the business.

The accounting system had been set up haphazardly, making the information difficult, if not impossible, to properly find or analyze. Employees were distracted by multiple reporting responsibilities and a lack of coordination between departments. No one could get a clear picture of where the business was heading, or see which units were profitable.

The Solution:

Using *The FullView Solution*, FullView Financial was able to uncover the issues standing in the way of clear reporting. As an important step, the accounting system was made to be more GAAP-compliant so that inventory could be properly valued. FullView also rearranged the general ledger system. Through consolidating and simplifying reports, a snapshot of the business could be captured on a single page, clearly showing profitability, cash flow, and debt levels for every individual unit and in total.

The Result:

The ability to read a snapshot of the business operation gave the business owner new confidence. Immediately, he was able to see that one store wasn't profitable and to take the necessary action to change it. With a reliable picture of how the company was growing and where it was making money, the owner could now prepare the business, when timing was appropriate, for sale to interested buyers.

This case study is for illustrative purposes only. Individual facts and circumstances may vary. As a result individual results may vary.

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