

A photograph of the Golden Gate Bridge in San Francisco, California. The bridge's massive red-orange towers and suspension cables are the primary focus, framing the view of the city skyline. The Transamerica Pyramid is a prominent feature in the background. The water of the bay is visible in the foreground, with a small sailboat on the water. The sky is a clear, pale blue.

Waterway, Inc.
“The Analysis”

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Step 1 – *The Analysis*



The purpose of The Analysis is to:

1. Identify the results of your Business.

You know your results, right? Perhaps not. We perform trend analysis on revenue and cost categories, as well as profit, over several years and accounting periods. The purpose is to clarify what we think versus what is reality. We also want to know what our own performance would be if we performed up to our own best practices. After the Analysis, we do know the results of the business

Step 1 – *The Analysis* continued



The purpose of The Analysis is to:

2. Determine the Cause of the Results.

Have you ever said to yourself, “We are doing the best we can, its just the nature of the business”. If you have your not alone. Most of the time, its not “the nature of the business”, it is something specific to how you are OPERATING your business. The Analysis allows us to uncover the causes which are producing the specific results we have identified that are either unwanted or just not optimal.

Step 1 – *The Analysis* continued

The purpose of The Analysis is to:

3. Recommend Solutions.

OK. So now you know the areas where you aren't performing your best (the effects or symptoms) and you know what is causing those results (the causes or problems). What you really need are the **SOLUTIONS**.

We don't leave you hanging. The Analysis would not be complete unless we recommended the fix to the problem in the form of specific, categorized recommended solutions.



Step 1 – *The Analysis* continued

That's It...



You receive, in writing, details on the results, causes and recommended solutions. From there, you have 2 choices.

- Develop and Implement the recommendations yourself, or
- Have Waterway take the next step with you.

Its your Choice...