

## IS YOUR COMPANY GROWING OR DYING?

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If you answer neither, your business is most likely dying and you don't even realize it. Companies must continually evaluate their operations, products and marketing efforts. It is inevitable that you will lose a certain percent of customers or clients each year. This all sounds doom and gloom, but don't worry there are actions you can take. Here are a few items to consider:

- Review your products and services compared to what your competitors are providing. Are your company's products and services competitive? Are you keeping up with industry changes? Have your customers had any complaints recently?
- Take a look at your financial statements and compare them to industry standards. Are your profit margins lower than average? Are your general and administrative costs high compared to your industry? If you answer yes to either of these questions, you need to investigate why and make the necessary adjustments.



If a company wants to remain in business they should always be looking to grow. If you have any questions on how to grow your company or any other business or tax issue, please contact your Account Manager or [Dan Velcheck, CPA](mailto:Dan.Velcheck@connerash.com), at (314) 205-2510 or via email at [dvelcheck@connerash.com](mailto:dvelcheck@connerash.com).