

# Back to Basics

## Troubleshooting Your Small Business

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# Troubleshooting Your Small Business



# Today's Agenda

- Identify concerns before they become issues
- Mitigate common business problems

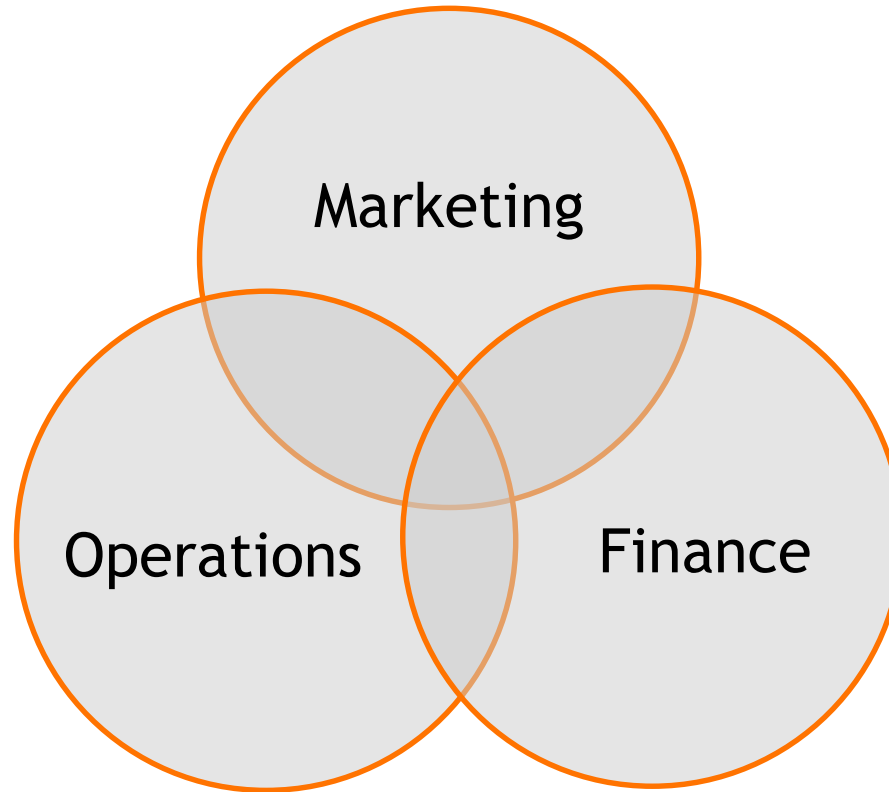


# What is the issue?

- Lack of funds to cover business costs?
  - Determine the root cause



# Business Management



# Is the product positioned correctly?

For (your target market),  
(your business or brand name) is the  
(product/service description) that  
(key benefit delivery statement)  
by/with/without/through or other  
(value proposition)



# Marketing Strategies

- Product
- Price
- Place
- People
- Promotion



# Low Sales Revenues?

- Is it really a sales issue?





# Powerful Math of Sales

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## Resources

Sales Forecasting Tool - Math of Sales

View excel document



# Operations

- Do you really know your costs?
  - Process maps
  - Resource Strategies
    - Materials and Supplies
    - Equipment and Tools
    - Maintenance of Equipment and Tools
    - Facilities
    - Human Resources
    - Business Operations



# Finance

- Do you suffer from financial phobia?
  - Examine and analyze cash flow
    - Where is the money going?
    - Why is the money going there?
    - Receivables out of control?
    - Not making payables on time?



# In Conclusion

- Confront the concerns before they become issues
- Admit there is a problem
- The longer you wait, the worse the situation will get
- Get help



# Thank You



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