

Skin Care Manufacturer & Distributor Case Study



Impact

In nine months the company progressed from producing a negative \$200K cash flow over 12 months to one that now produced \$1.5M in cash in nine months. This was result of making strategic and operational changes that shifted their business model. The end result? Significant growth and a 20% net margin.

Initial Client Status

The owner of a \$10M manufacturer with approximately 100 employees came to AGI seeking a greater level of performance from his leadership team and wanting to learn a better way to improve his business. The company had grown 52% the previous year, and everyone was feeling a bit overwhelmed.

Implementation

We introduced our Business Acceleration System™ to leadership. Two of our tools that proved critical to this organization were the Business Acceleration Calculator and Cash Flow Story. Through these tools the leadership team learned that they were only making 2.6% net profit and had negative cash flow in the last 12 months. This was a big surprise to most leaders who thought they had done better. Using the Calculator, we developed a strategy to improve net profit to 20% and increase cash flow by \$2 million.

