

Enable profits; not just reduced costs.

Companies are driven to increase profitability and achieve plans/budgets. The quest to improve profit is based on a number of assumptions. Most often, assumptions change (like sales forecasts), challenging our cost control efforts or targets.

Have you ever been frustrated that cost reduction targets remain, while assumptions change dramatically?

Profit improvement can be an elusive goal. Costs are easy to measure and we feel the most direct control over costs. But the reality is that most costs are fixed or nearly fixed and cost reduction can frequently be volume driven initiatives putting pressure on inventory, distribution and cash flow.

The answer to improving profitability lies in transitioning from local cost reduction to an enterprise profit capability. Easier said, but rarely accomplished. Transition your “cost chain” into a ***Profit-Chain***.

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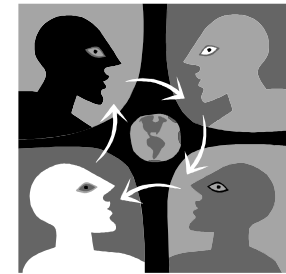


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Profit-Chain Consulting

Transforming The Enterprise



Experience Driven Consulting

www.profit-chain.com



Your consulting source for:

- Theory Of Constraints
- Lean Manufacturing
- Supply Chain Management
- Distribution and Logistics
- Performance Measures

Profit-Chain's Different Approach

Profit improvement can be viewed as a series of small separate steps. If the steps are not integrated, sub-optimal results or conflict may result. Our approach enables an effective change effort with cohesive change focused on the enterprise:

- **Taking an enterprise view of supply chain.** There are numerous interactions across the supply chain where changes in one area impact others. For example, changing a service policy affects all planning, procurement and distribution processes and costs.
- **Developing analyses of policy and operational drivers.** We assist your team to identify the key drivers and how they impact performance. Analyses enable executives to gain a deeper understanding of the proposed changes and their implications.
- **Building with incremental steps.**

We discourage large projects with nebulous expectations and prefer small steps along a tangible road to success. These small steps may be workshops, focused assessments, and/or training for your team.

- **Leveraging your team.** We have no staff of junior consultants to keep busy, so we have no incentive to staff significant portions of any project. If you seek a “turnkey” consulting project, we may not be the right firm. If you seek support and guidance for YOUR team, then we can add value.

Getting Started

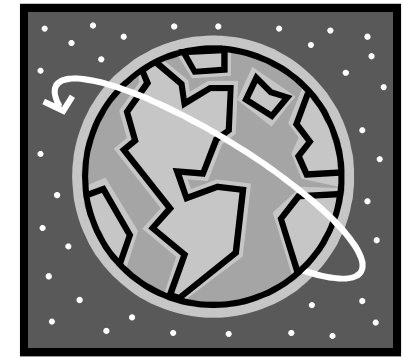
You may have a number of questions and concerns. How can you effectively initiate a project and set realistic expectations? How do you assess where to start? Some suggested starting points:

- Educational workshop 2–5 days
- Executive survey 1–2 days
- Assessment and planning 1–3 weeks

These small steps lower risk so you are comfortable with expectations, approach and scope of the effort. You can find more information at www.profit-chain.com.

Enterprise Focus

We help you view the whole, for an approach to align and execute.



Our Qualifications

Profit-Chain is led by Kirk Zylstra, a 20+ year Big 4 consulting veteran and retired principal. Kirk brings a wealth of industry and subject matter expertise to all clients.

Our clients' success says it all. Refer to our web site and download overviews of client results.

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